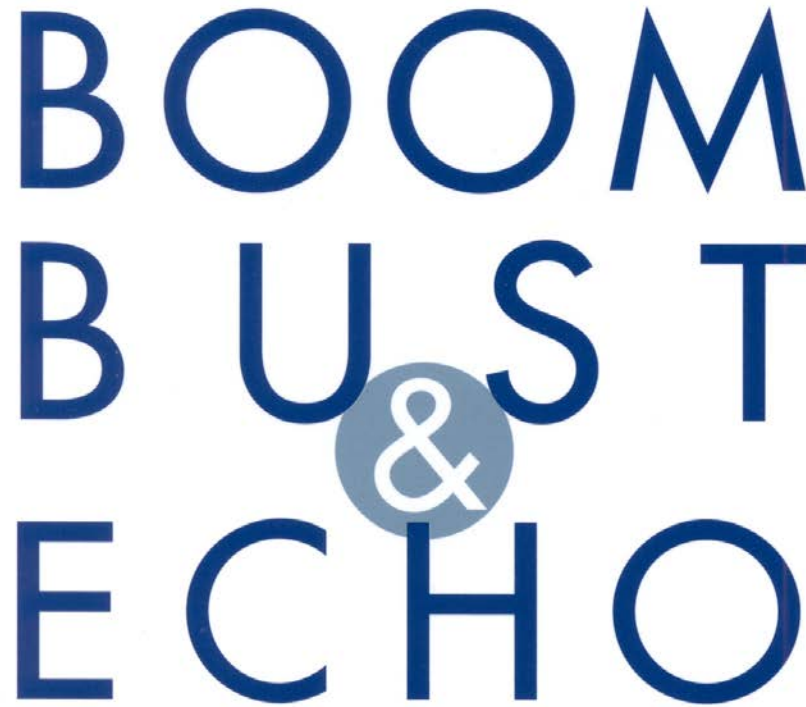


The #1 National Bestseller

BOOM
BUS T
ECHO

The title is arranged in three rows. The first row contains the word 'BOOM'. The second row contains 'BUS T', with a blue circle containing a white ampersand (&) positioned between the 'S' and 'T'. The third row contains the word 'ECHO'. All letters are in a bold, blue, sans-serif font.

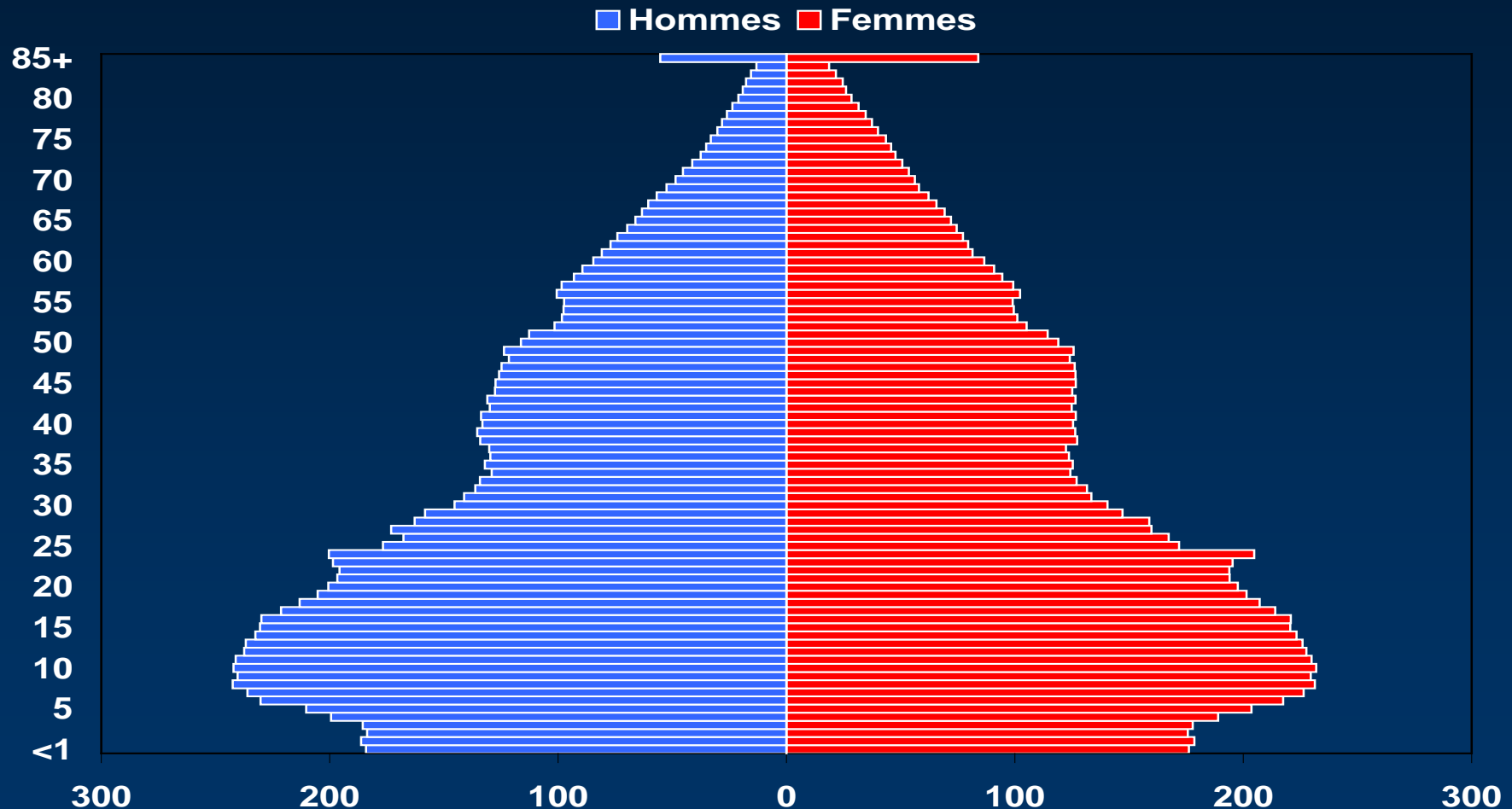
PROFITING FROM
THE DEMOGRAPHIC SHIFT
IN THE 21st CENTURY

David K. Foot
with Daniel Stoffman



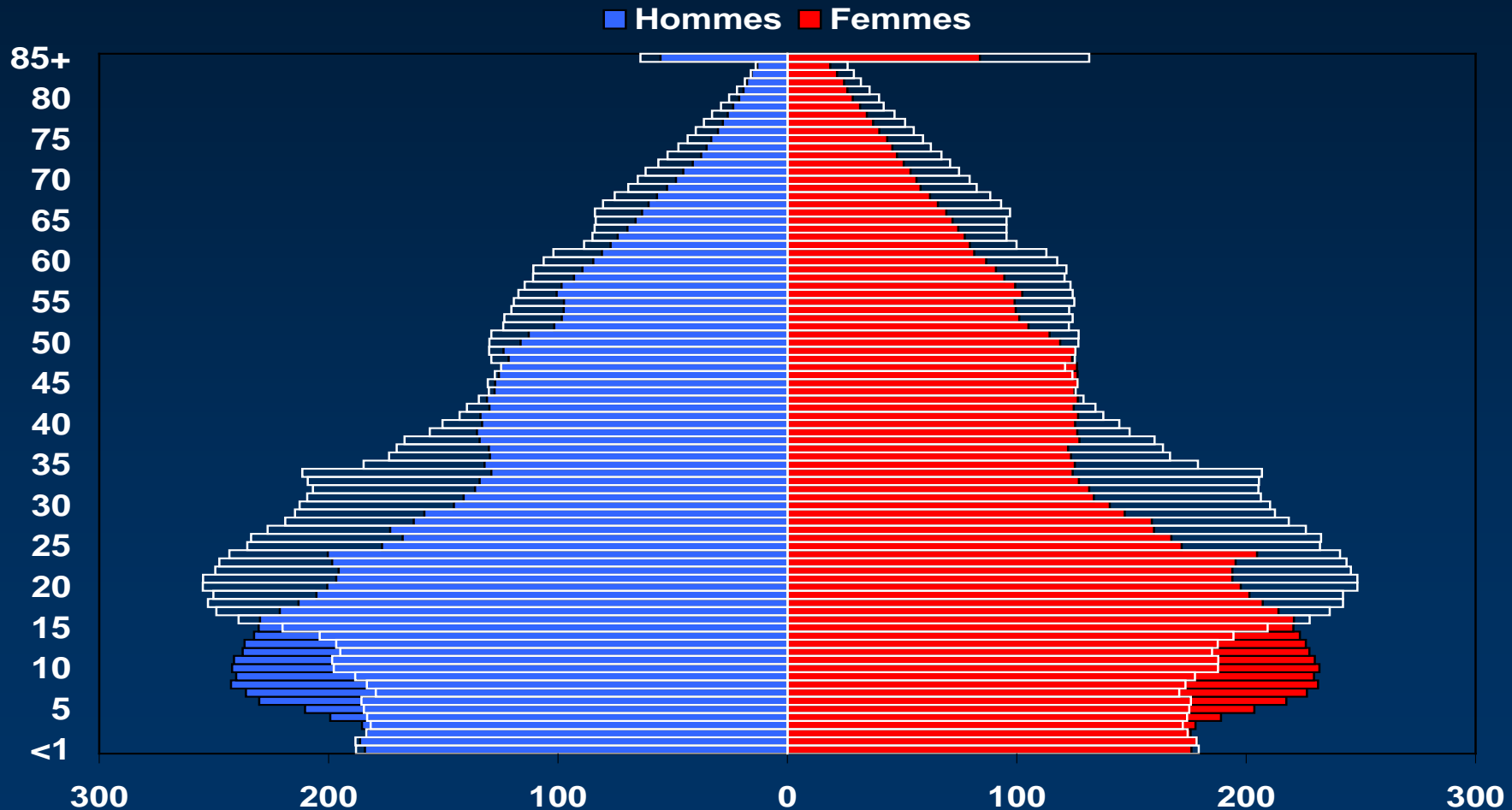
Canada

Pyramide des Âges, 1971 (000' s)



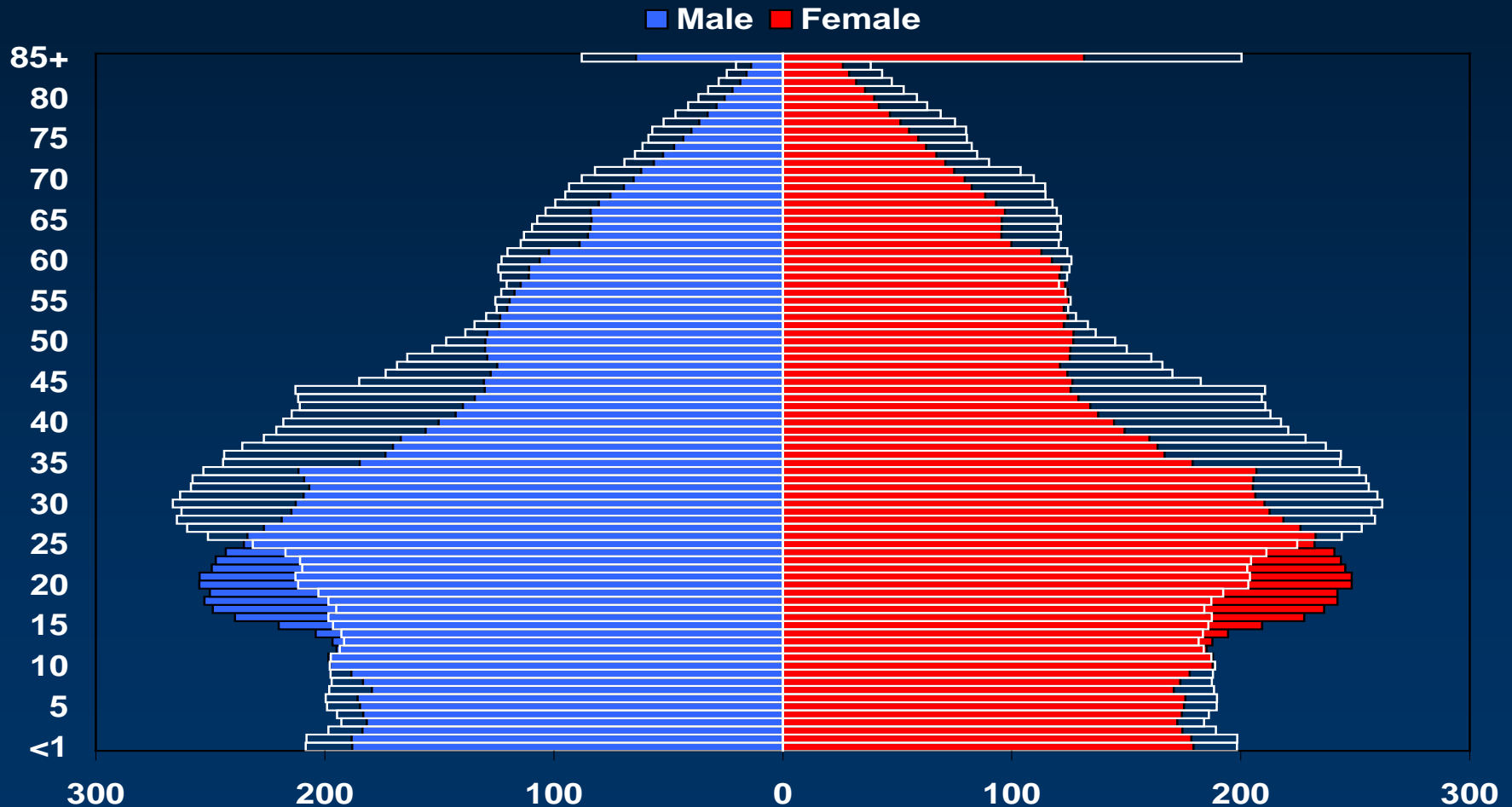
Canada

Pyramide des Âges, 1981 (000' s)



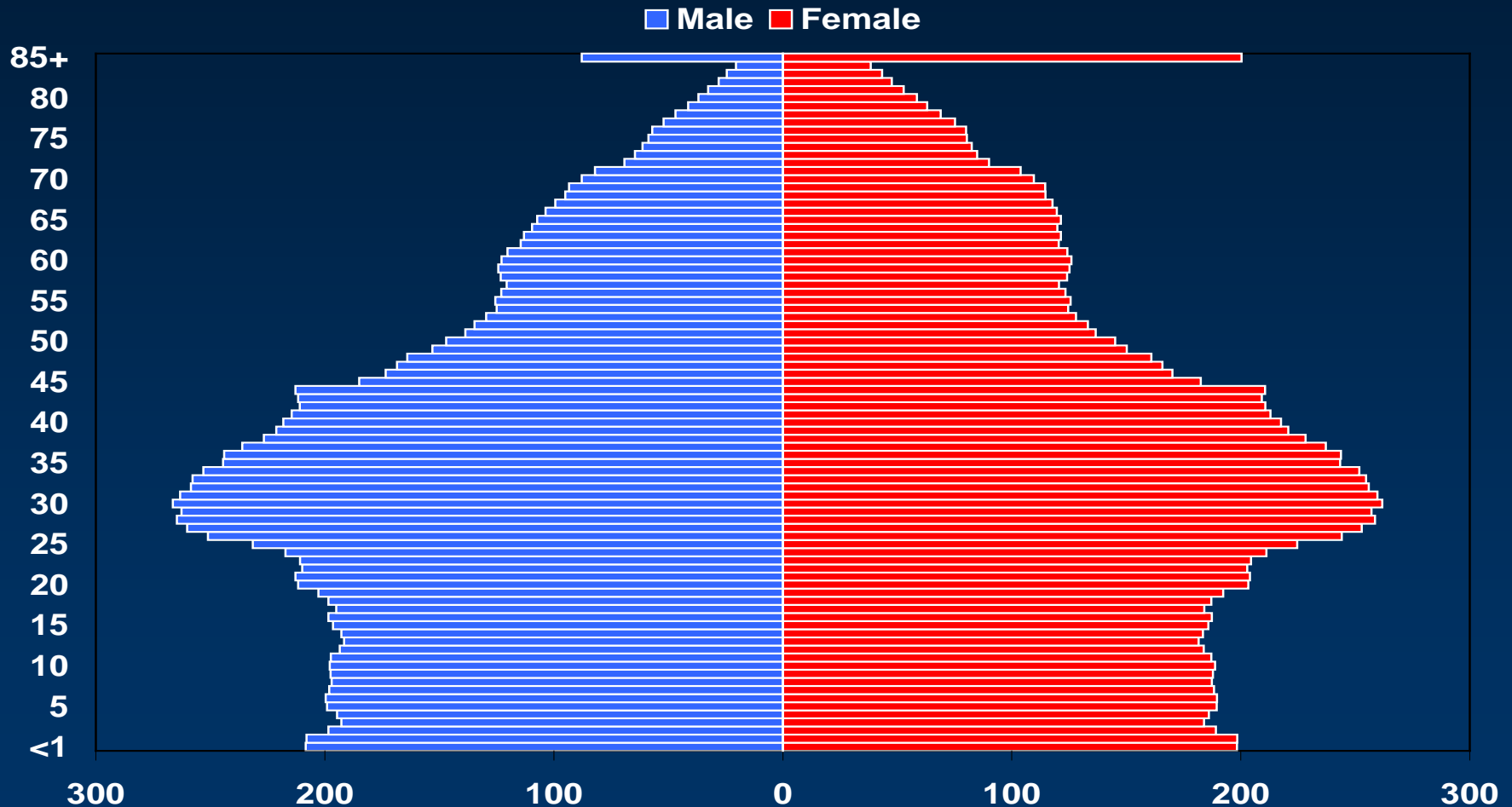
Canada

Population Pyramid, 1991 (000' s)



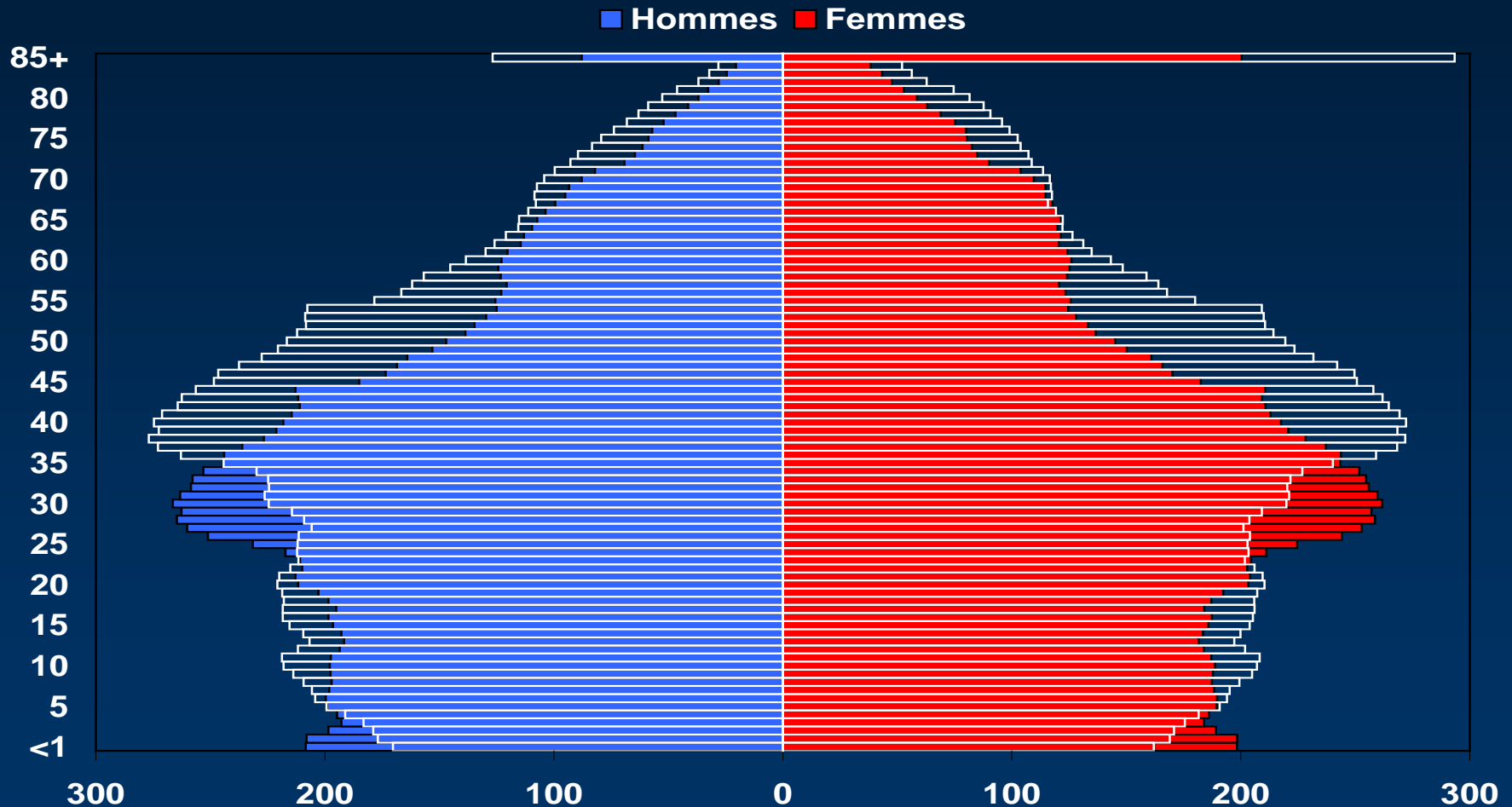
Canada

Population Pyramid, 1991 (000' s)



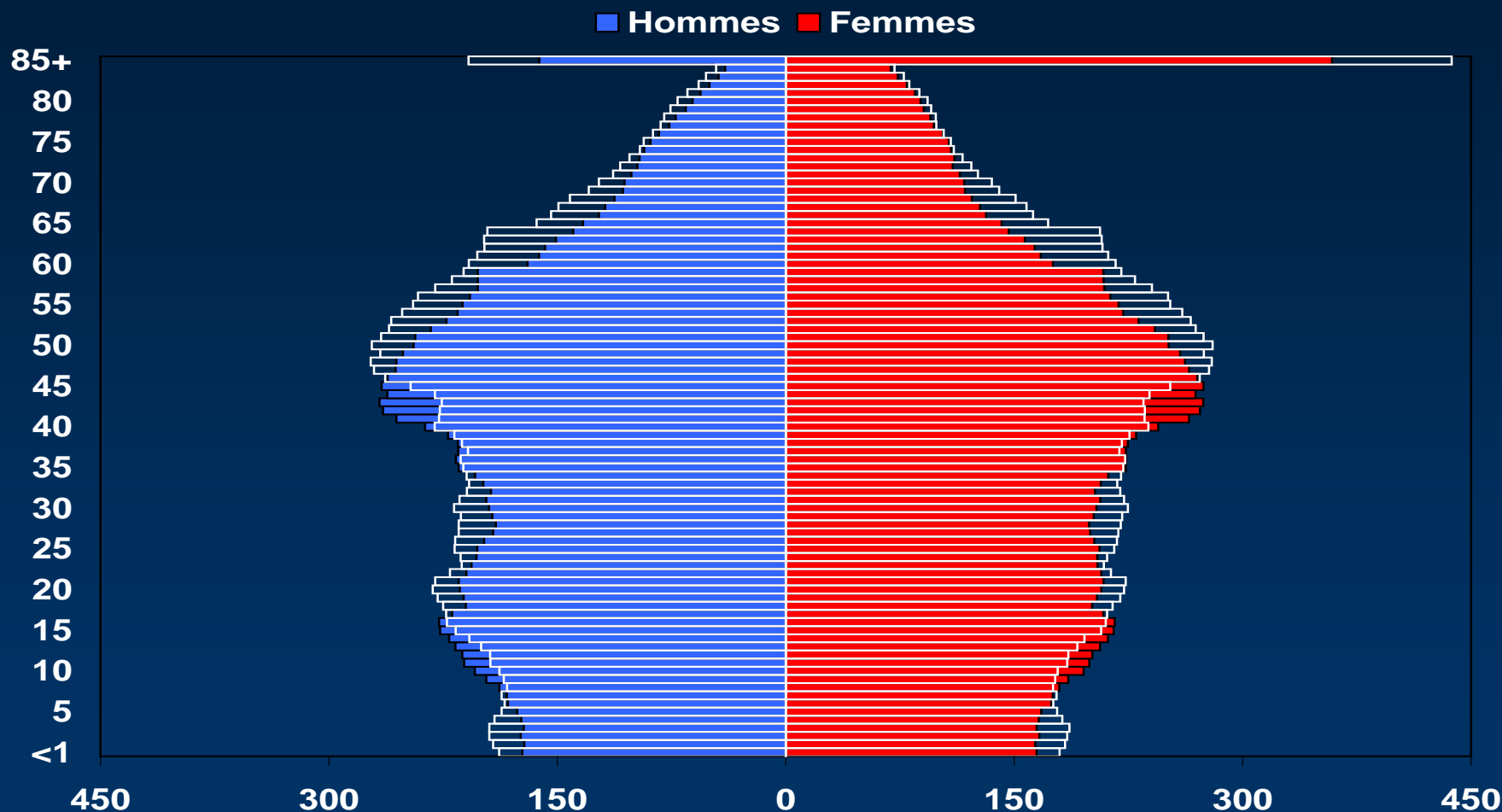
Canada

Pyramide des Âges, 2001 (000' s)



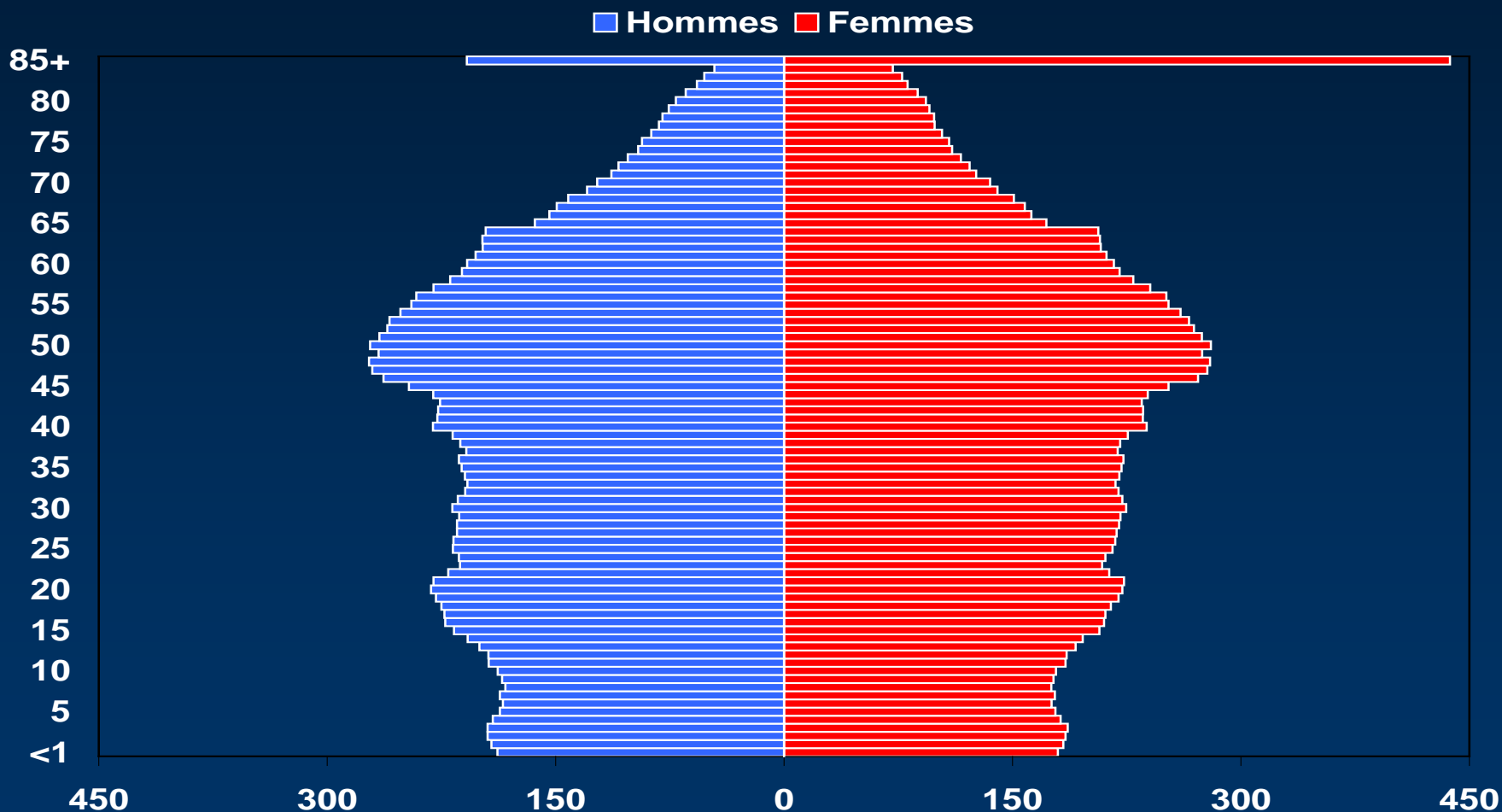
Canada

Pyramide des Âges, 2011 (000's)



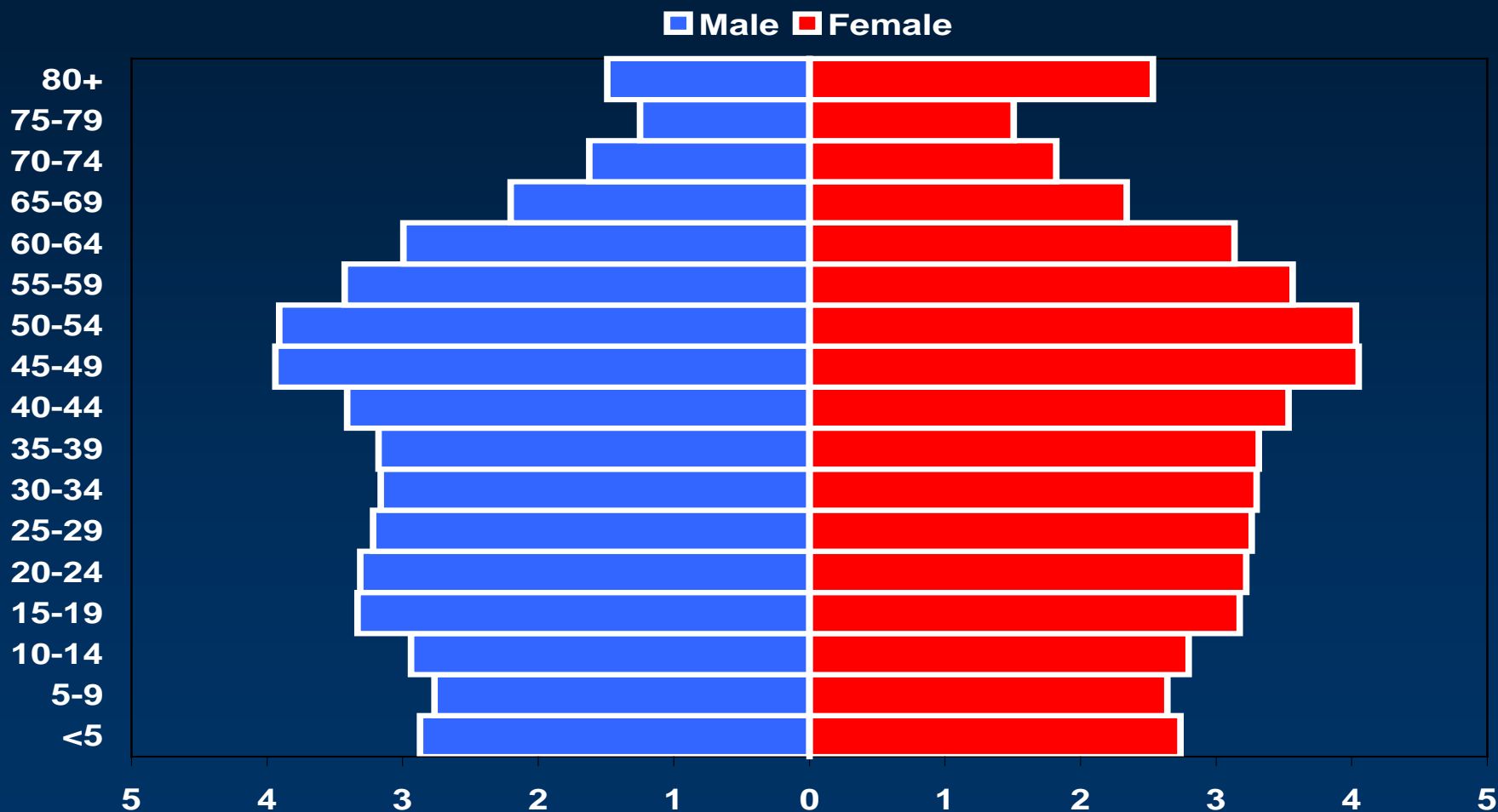
Canada

Pyramide des Âges, 2011 (000's)



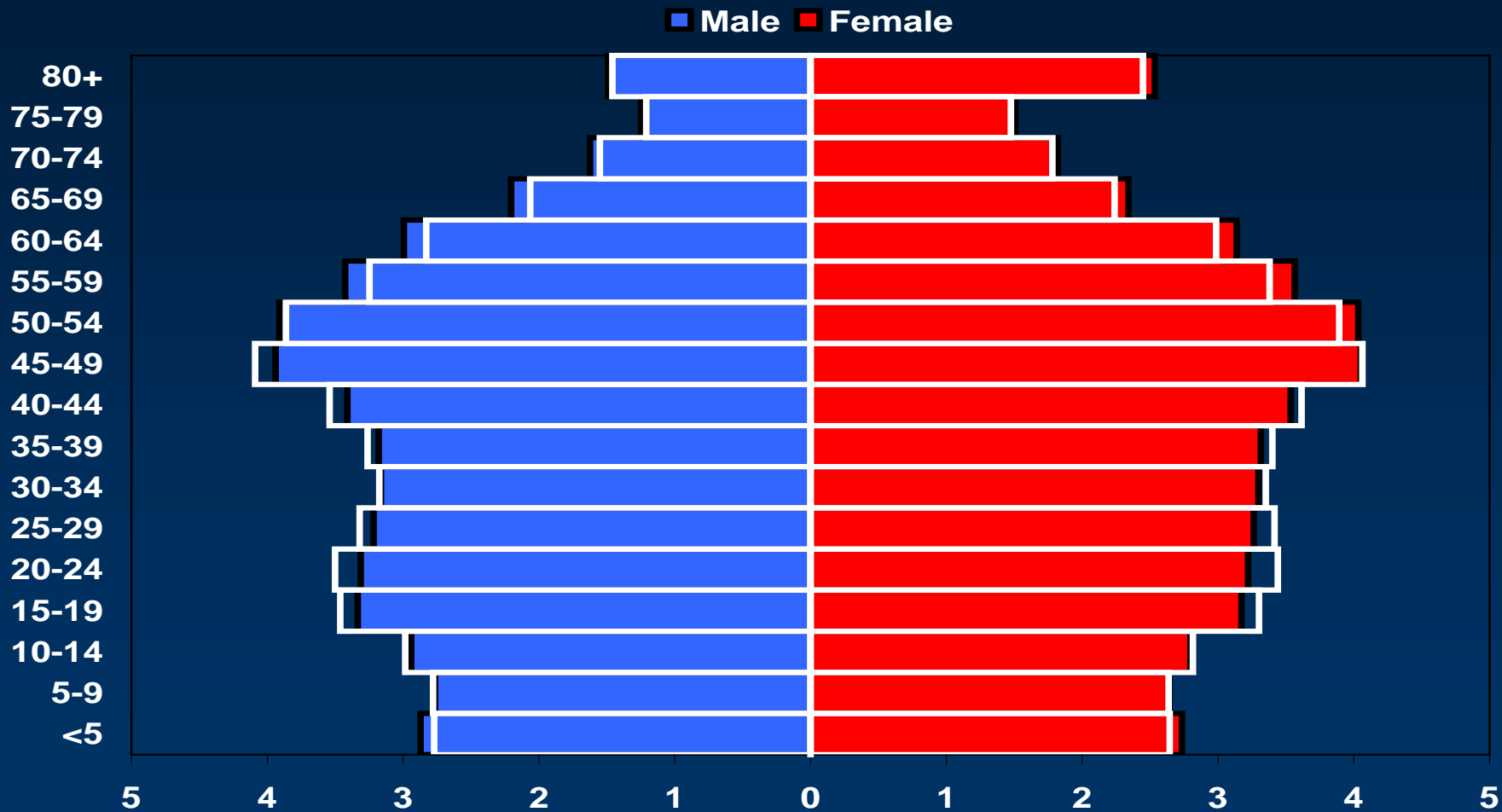
Canada

Population Pyramid, 2011 (%)



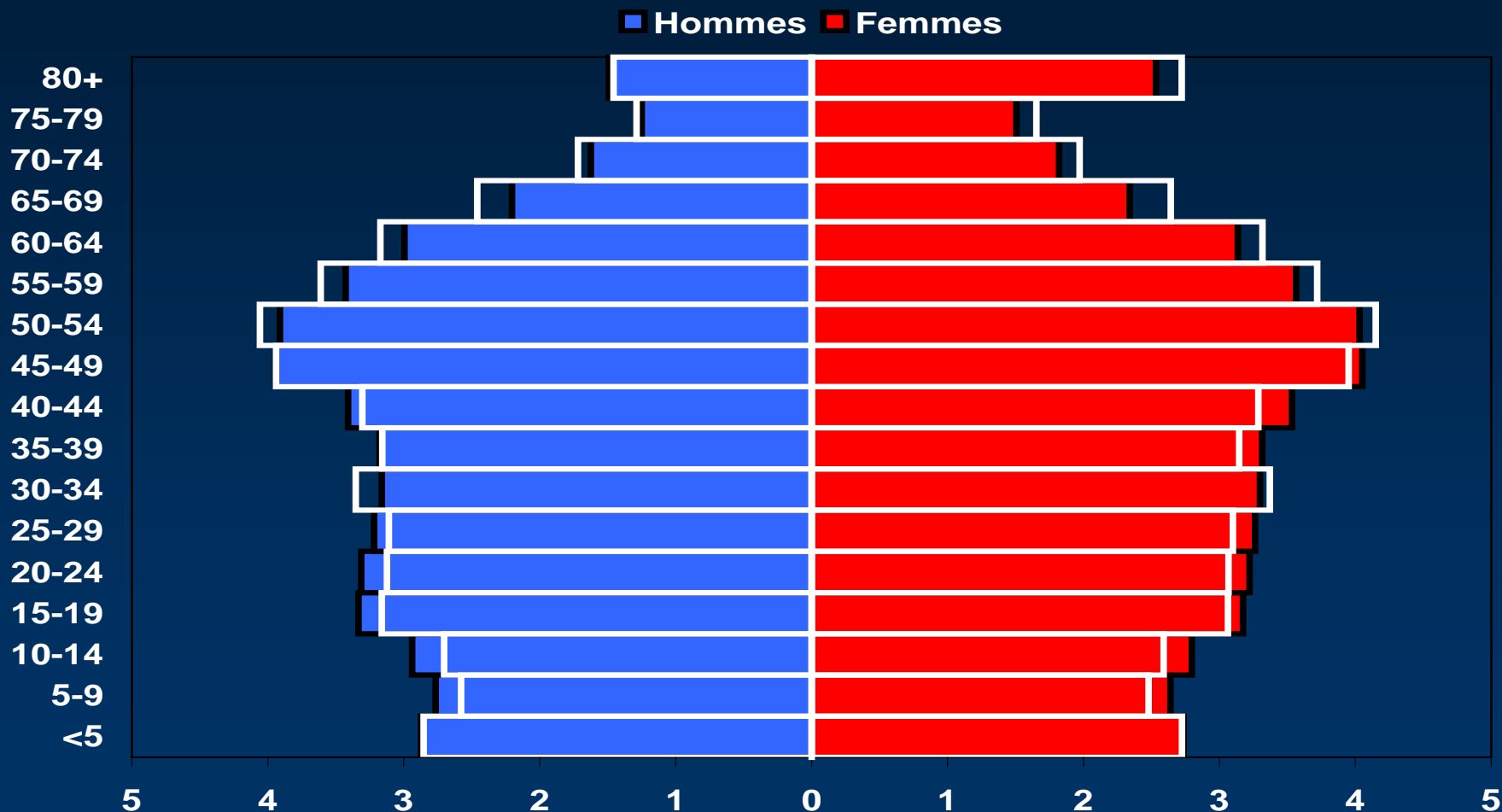
Ontario

Population Pyramid, 2011 (%)



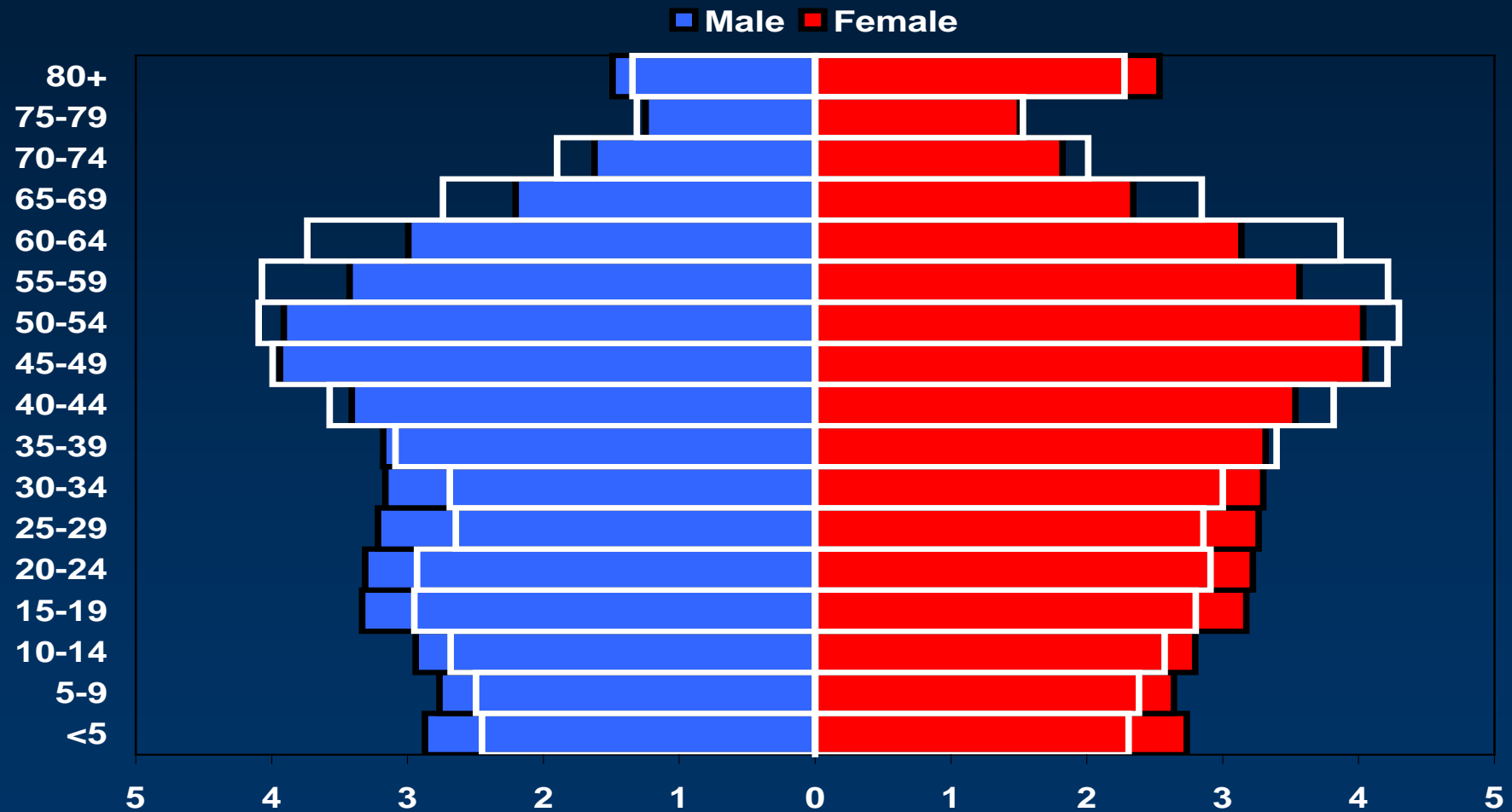
Québec

Pyramide des Âges, 2011 (%)



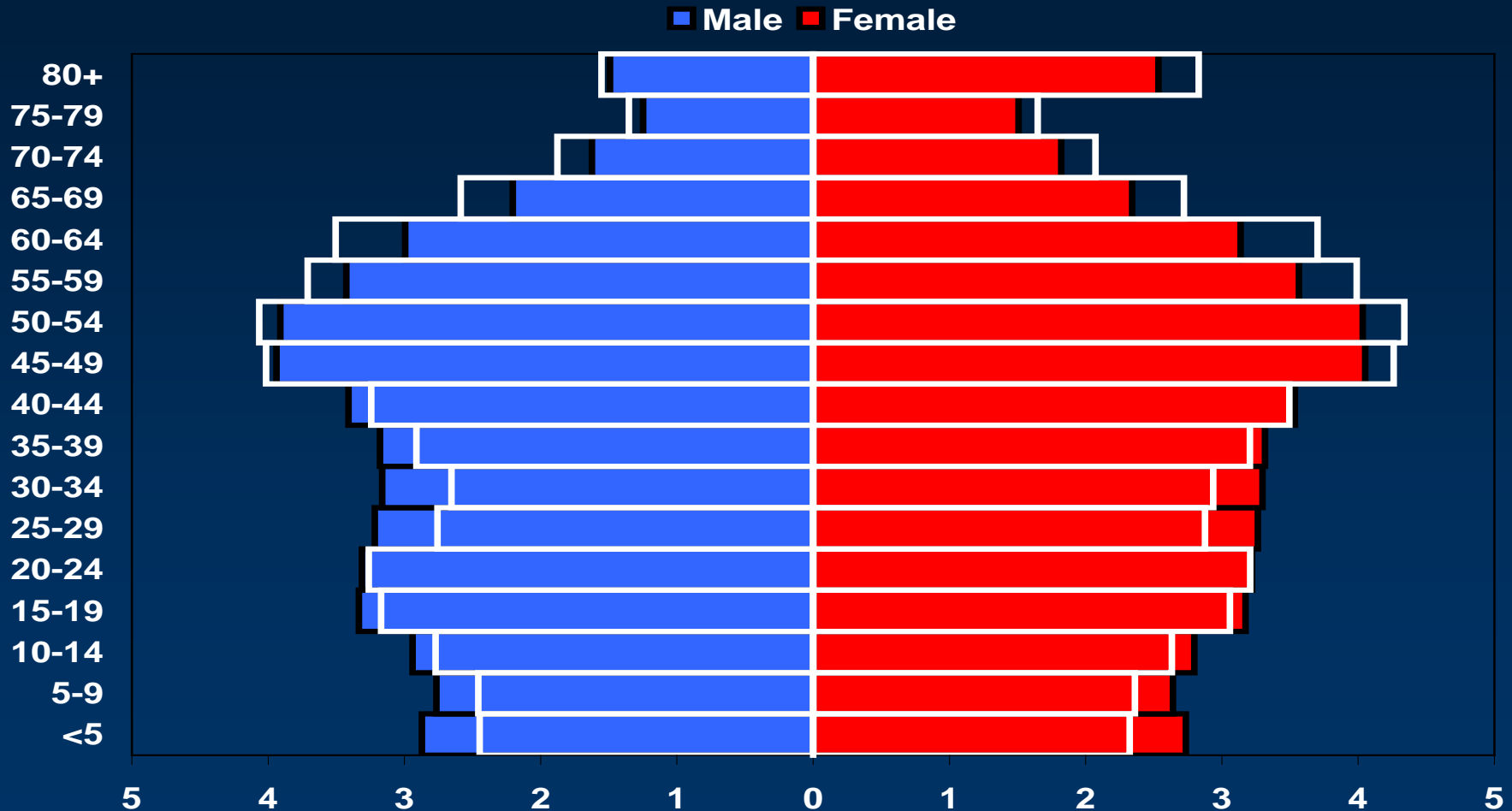
Newfoundland

Population Pyramid, 2011 (%)



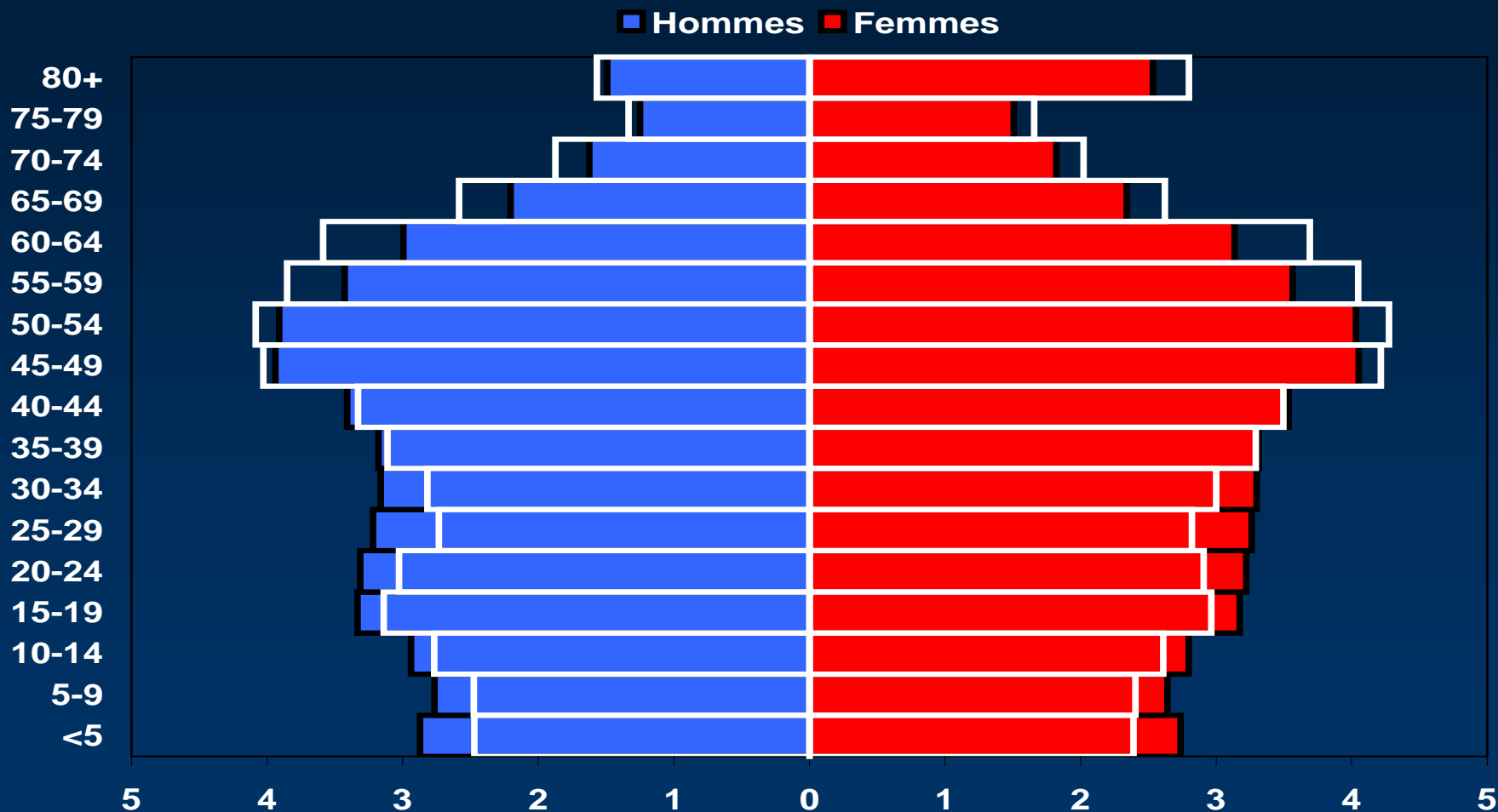
Nova Scotia

Population Pyramid, 2011 (%)

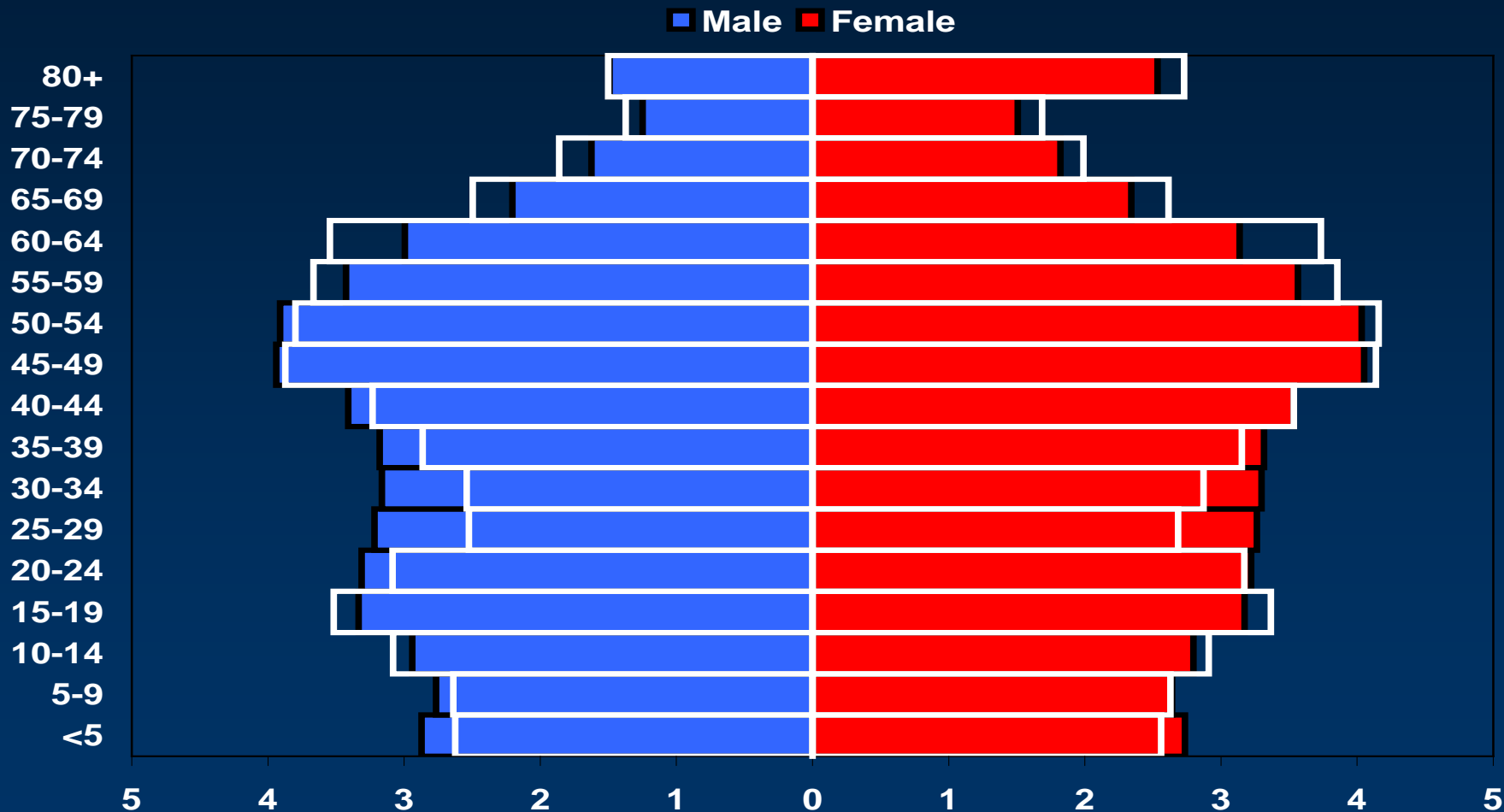


New Brunswick

Pyramide des Âges, 2011 (%)

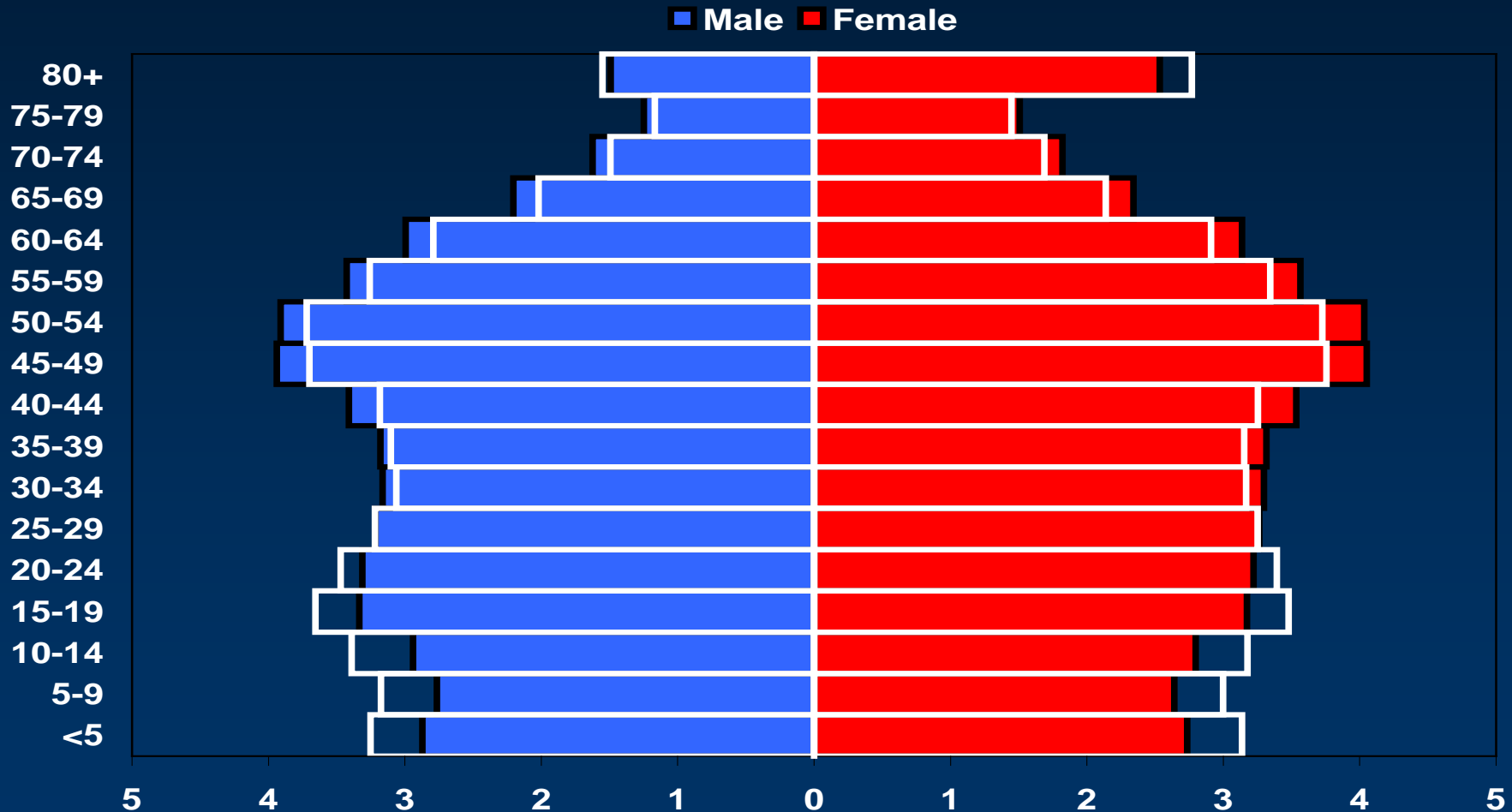


Prince Edward Island Population Pyramid, 2011 (%)

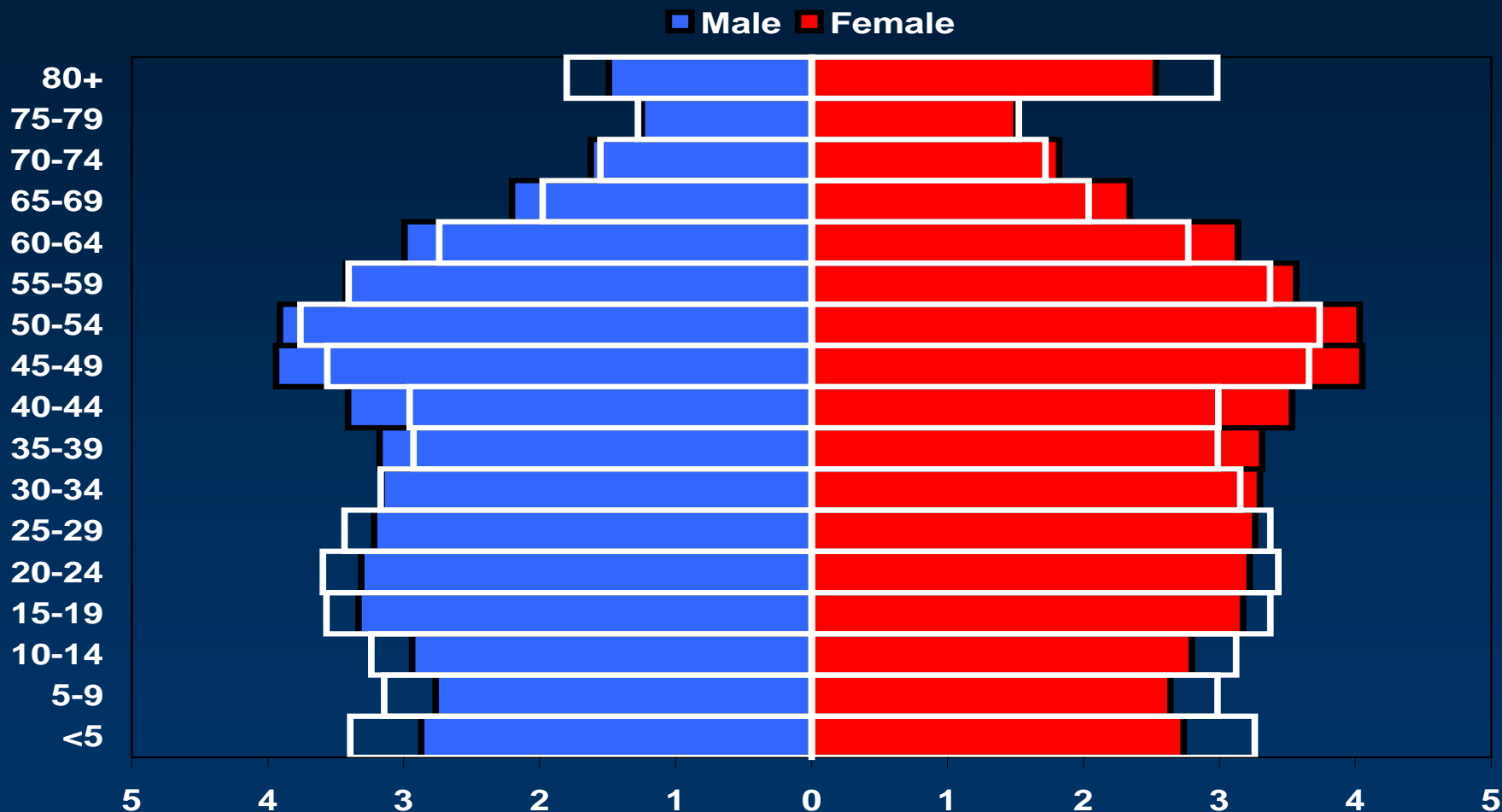


Manitoba

Population Pyramid, 2011 (%)

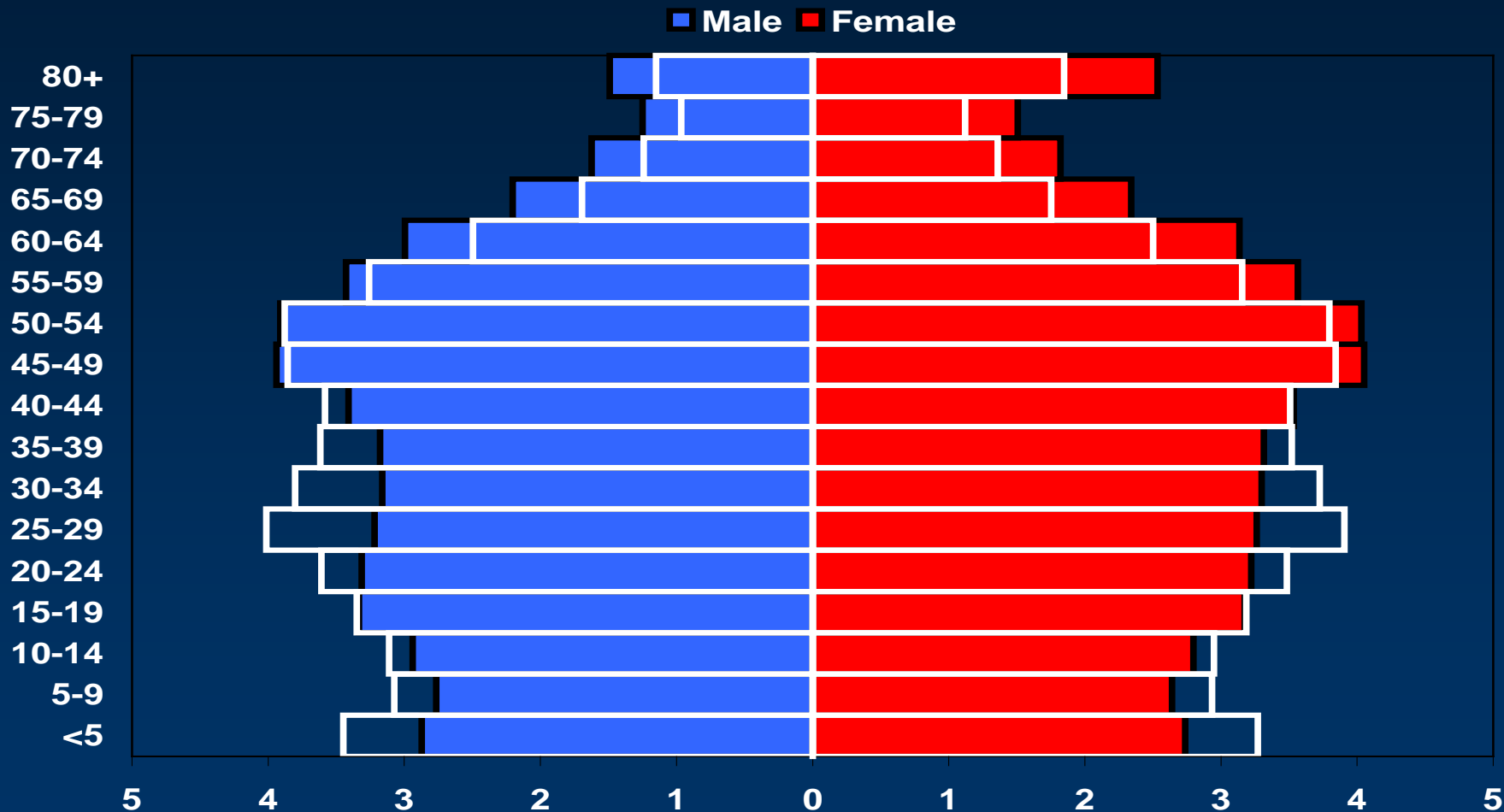


Saskatchewan Population Pyramid, 2011 (%)



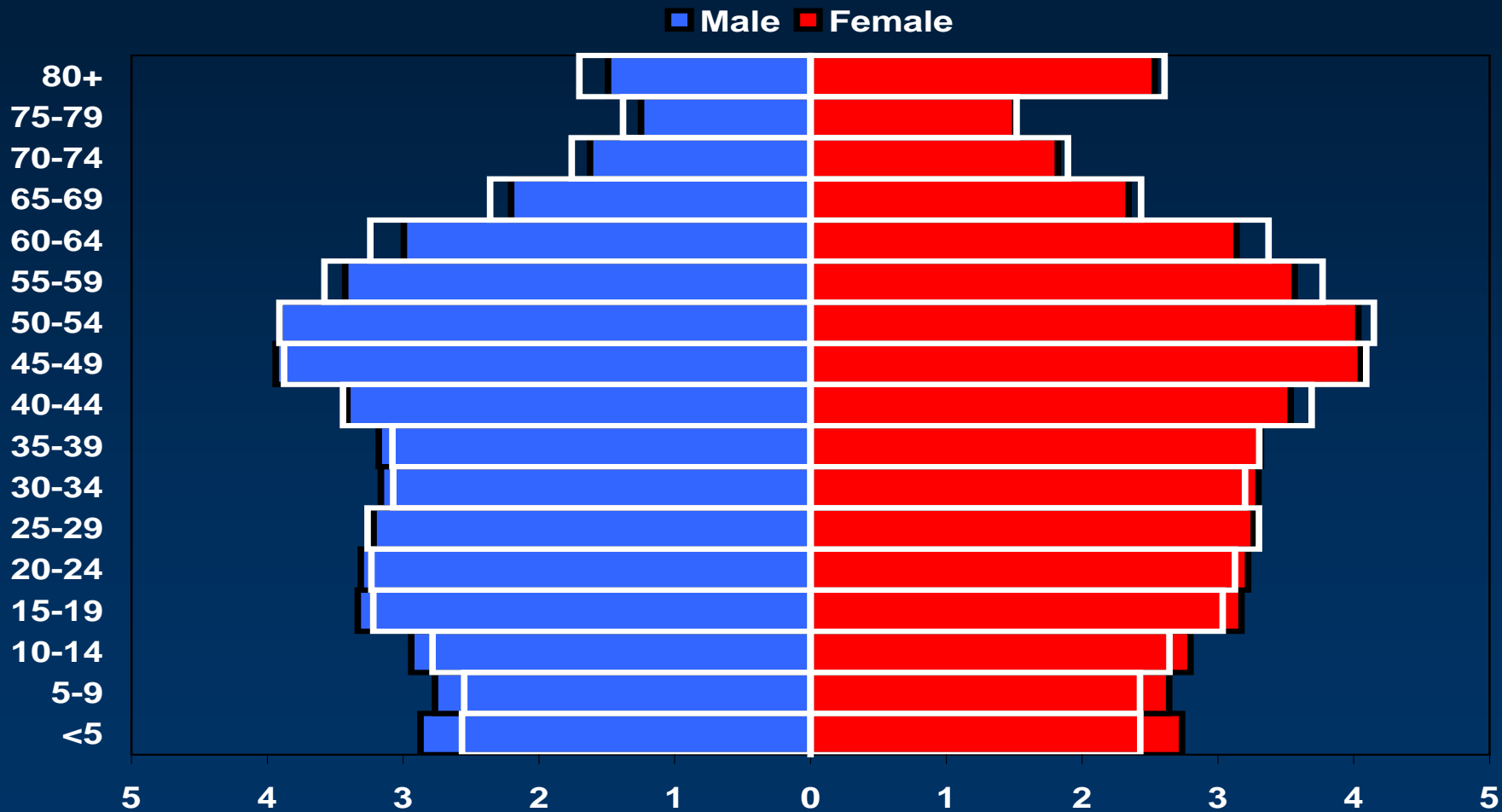
Alberta

Population Pyramid, 2011 (%)



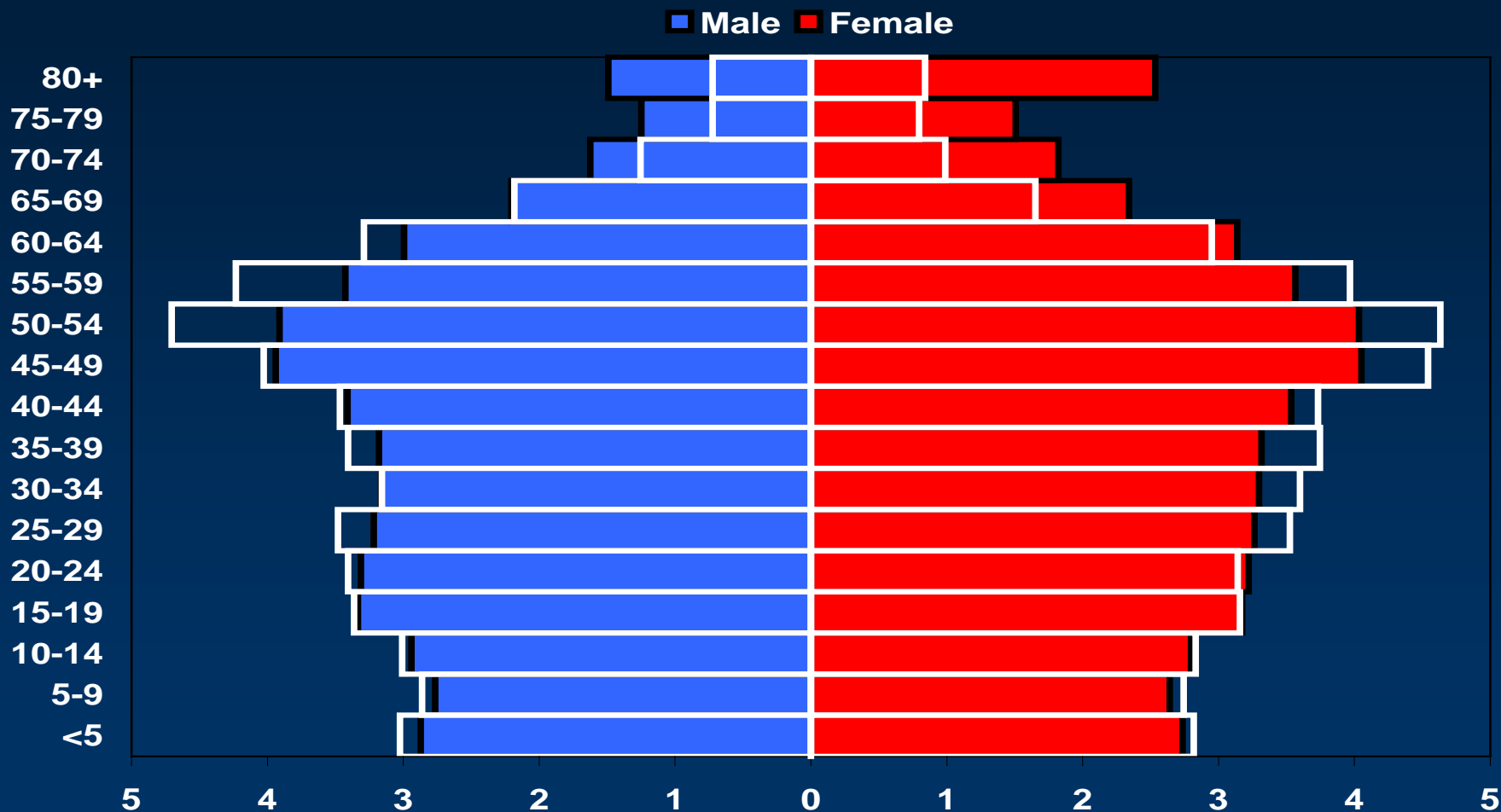
British Columbia

Population Pyramid, 2011 (%)

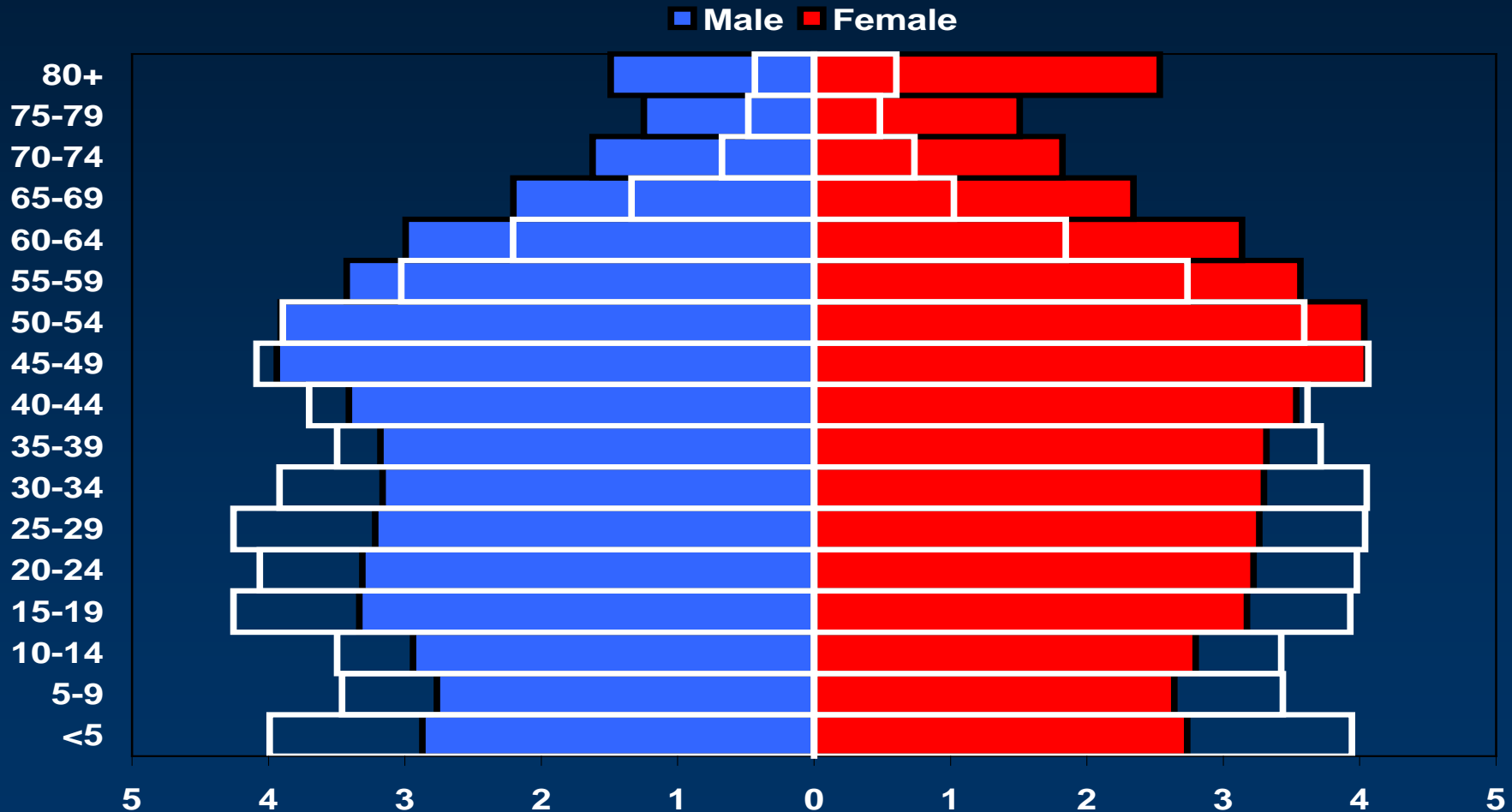


Yukon

Population Pyramid, 2011 (%)

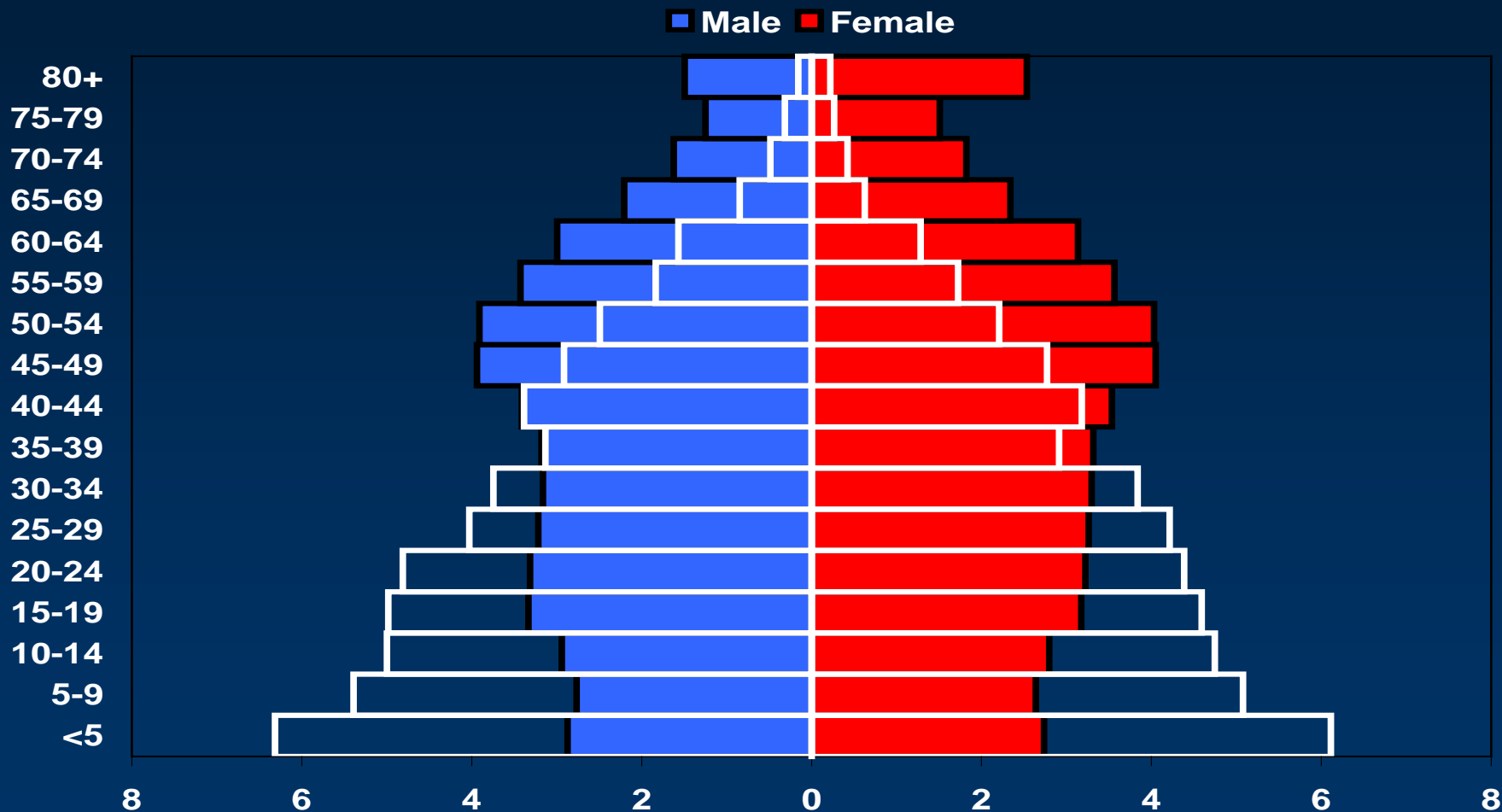


Northwest Territories Population Pyramid, 2011 (%)



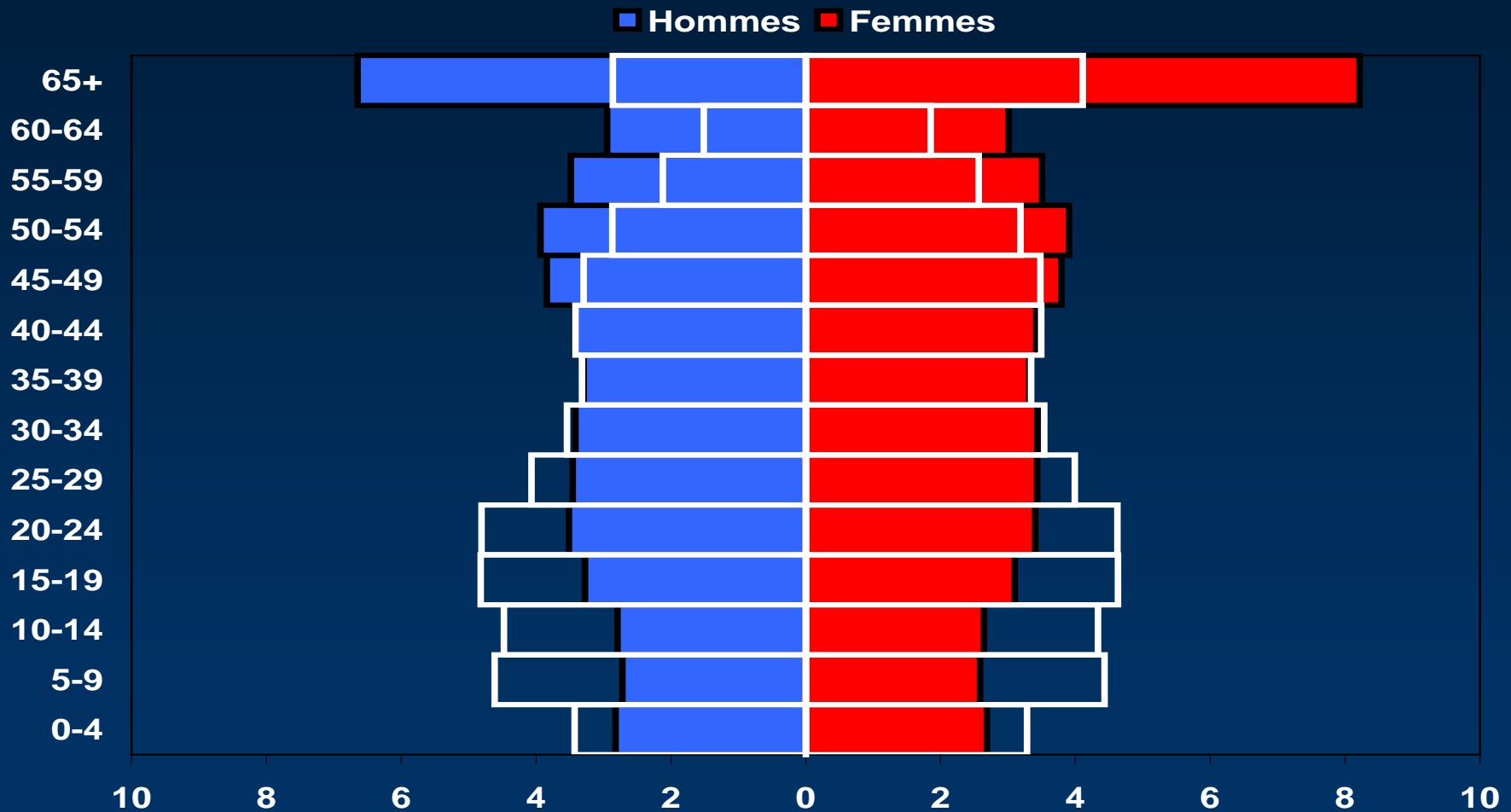
Nunavut

Population Pyramid, 2011 (%)

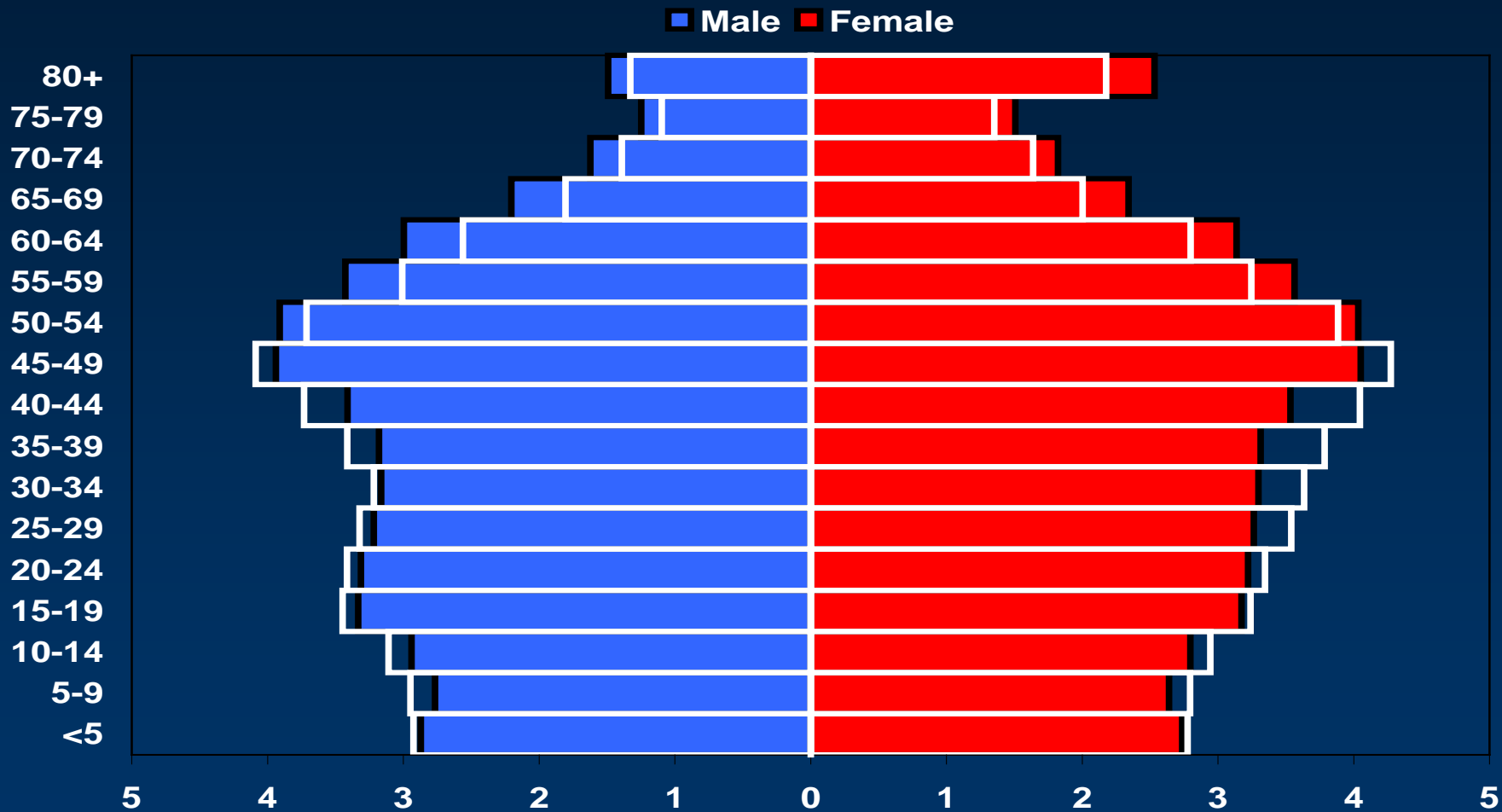


Canada, Autochtones

Pyramide des Âges, 2012 (%)

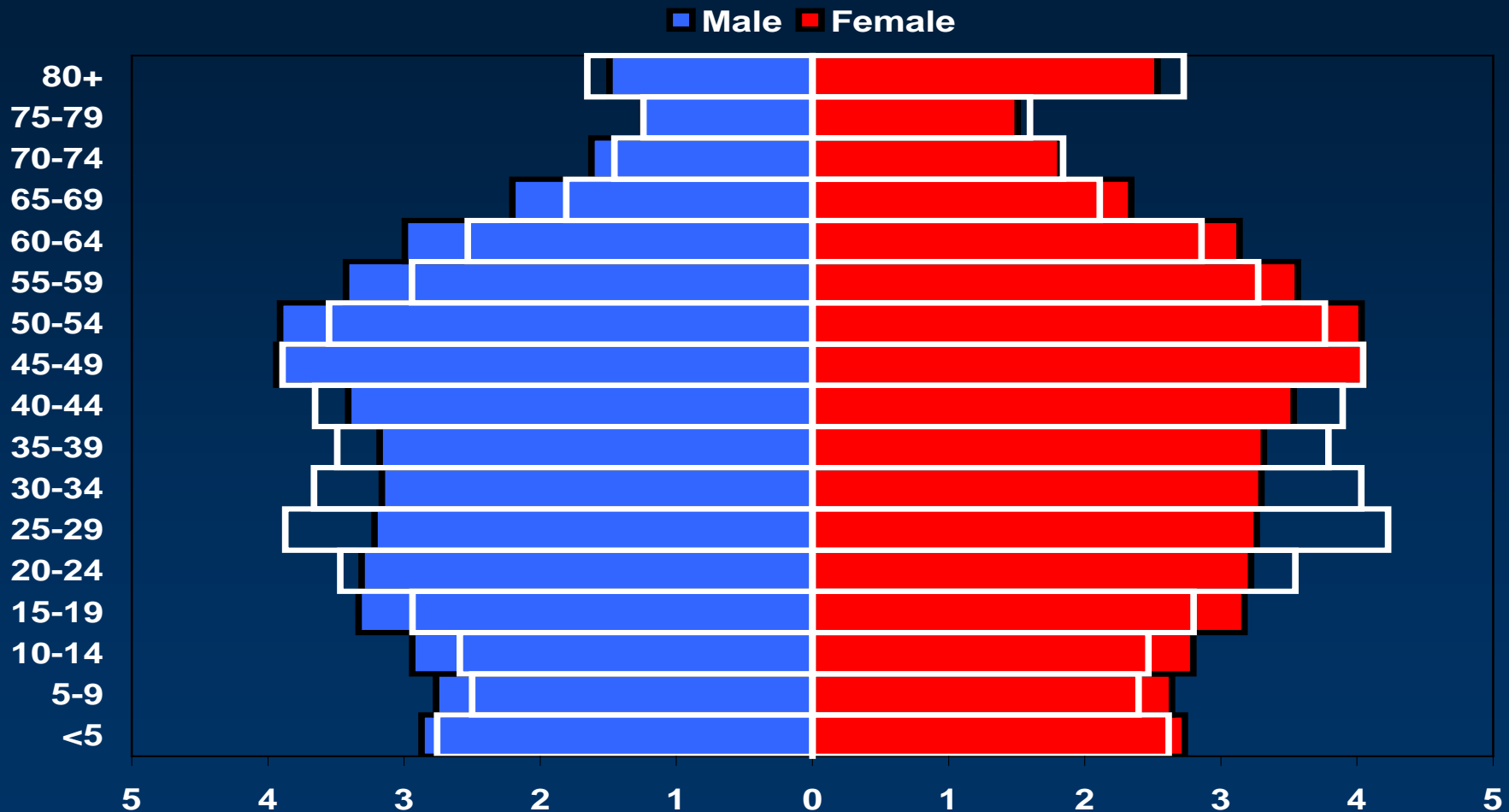


Greater Toronto Area Population Pyramid, 2011 (%)



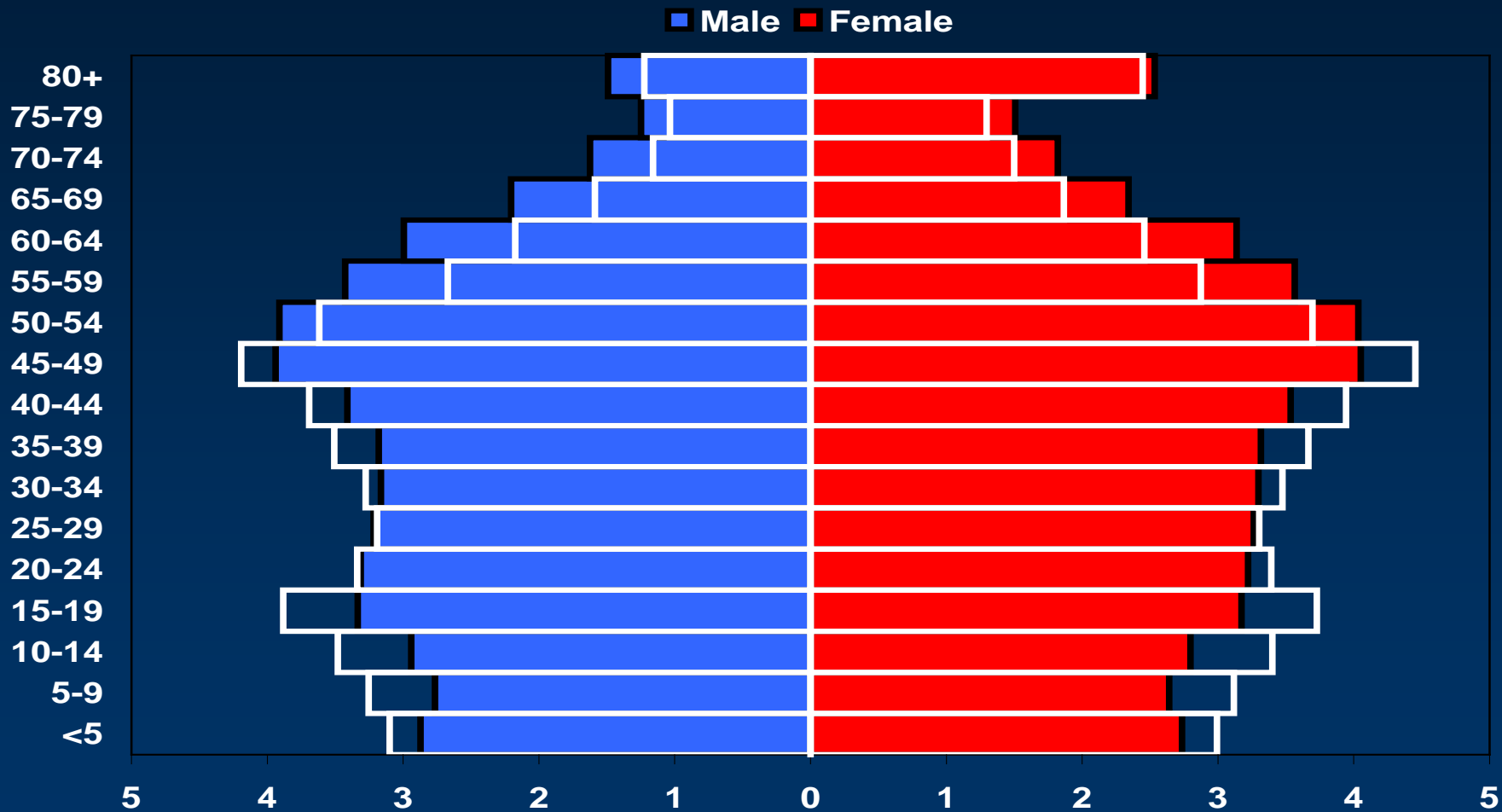
Toronto

Population Pyramid, 2011 (%)



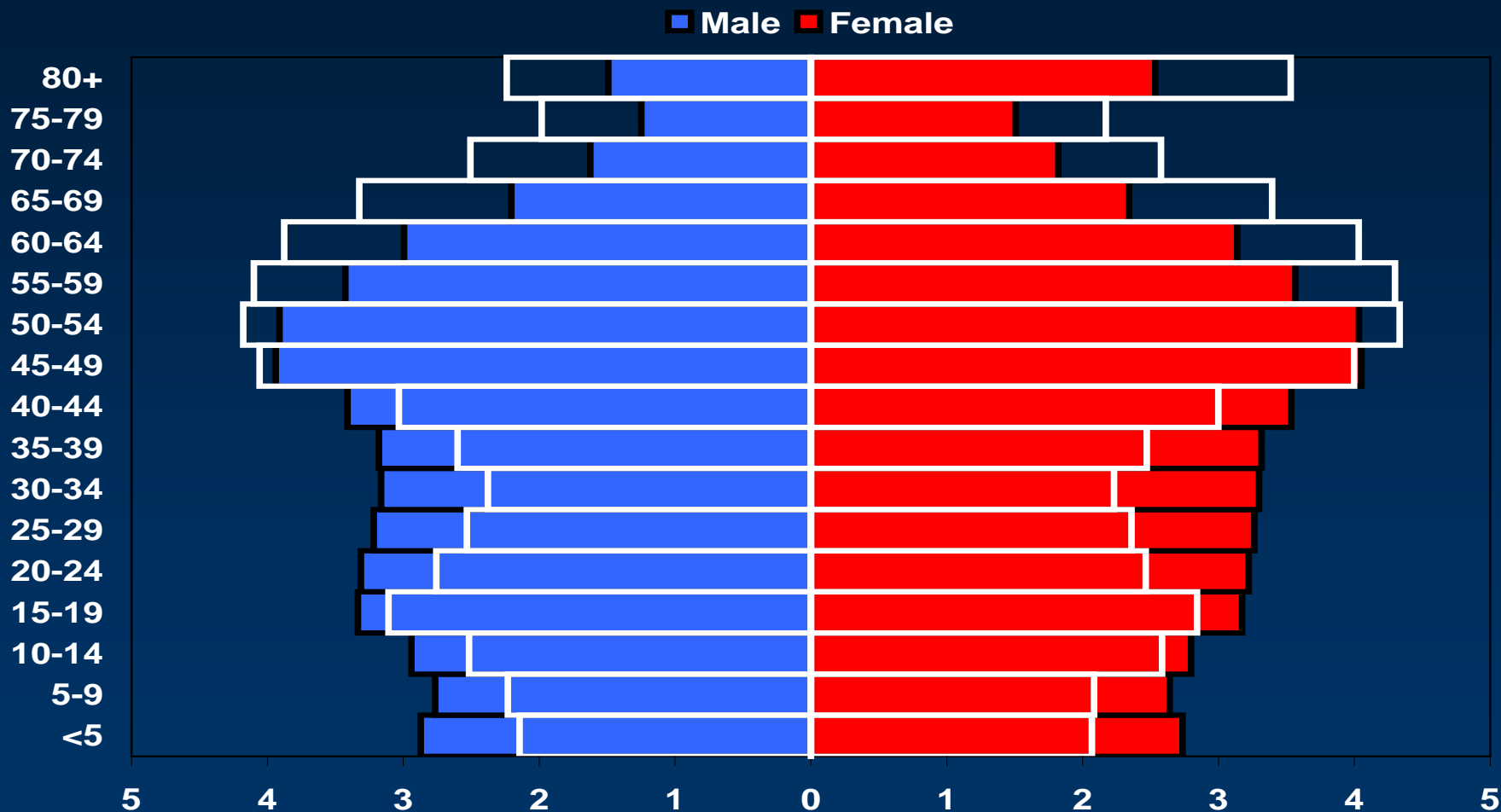
Barrie

Population Pyramid, 2011 (%)

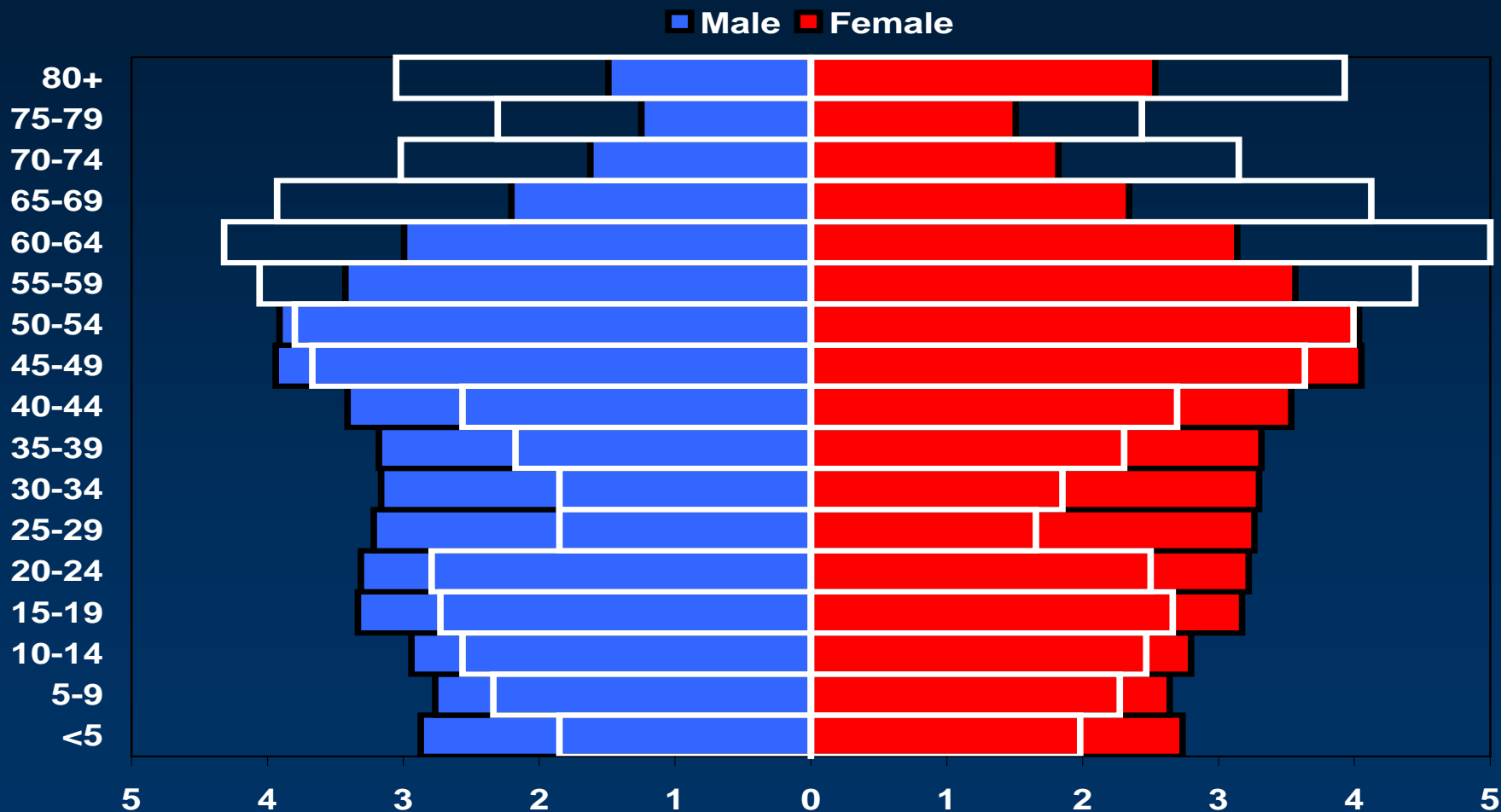


Muskoka

Population Pyramid, 2011 (%)

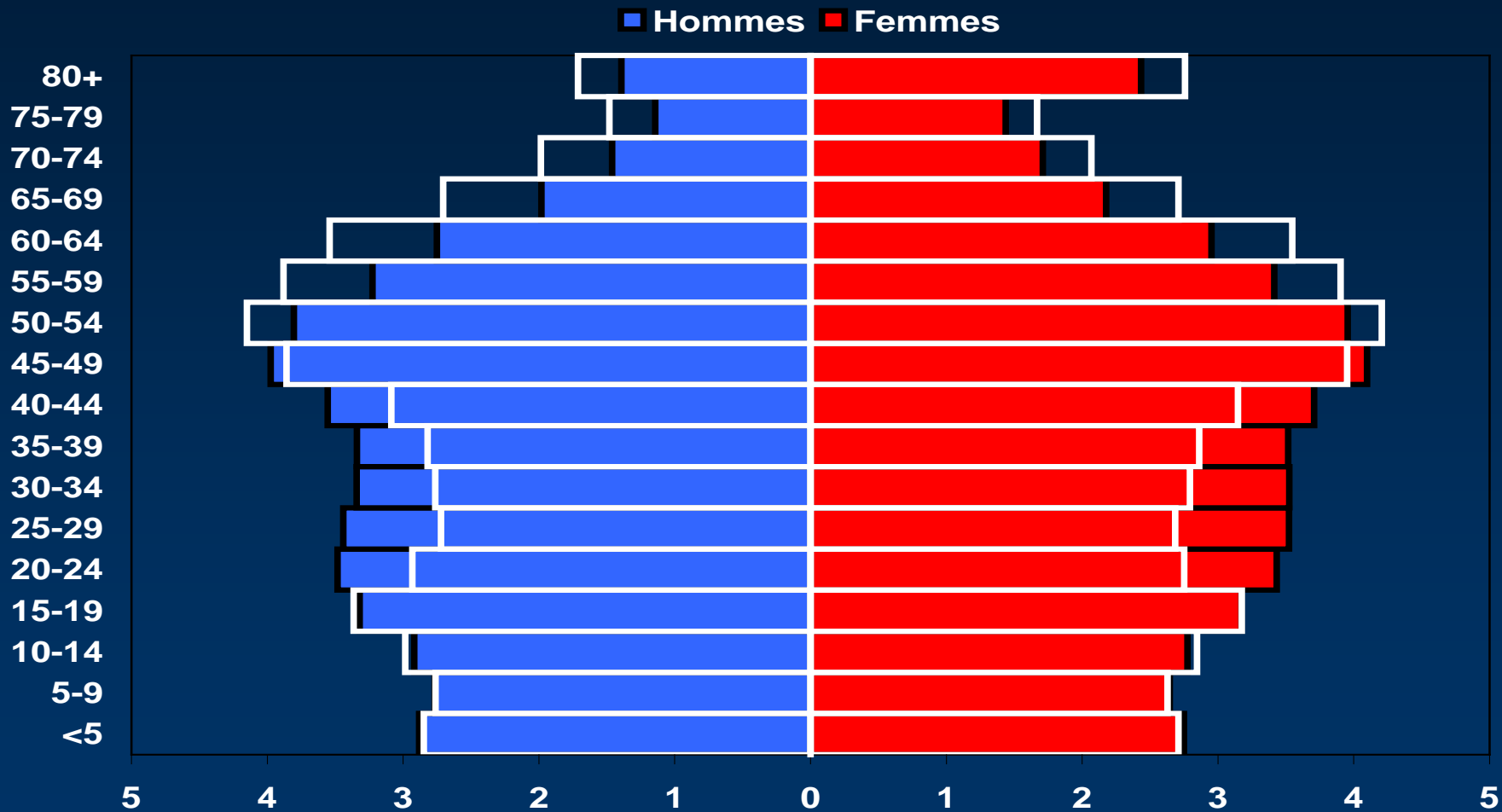


Niagara-on-the-Lake Population Pyramid, 2011 (%)



Régions rurales et urbaines

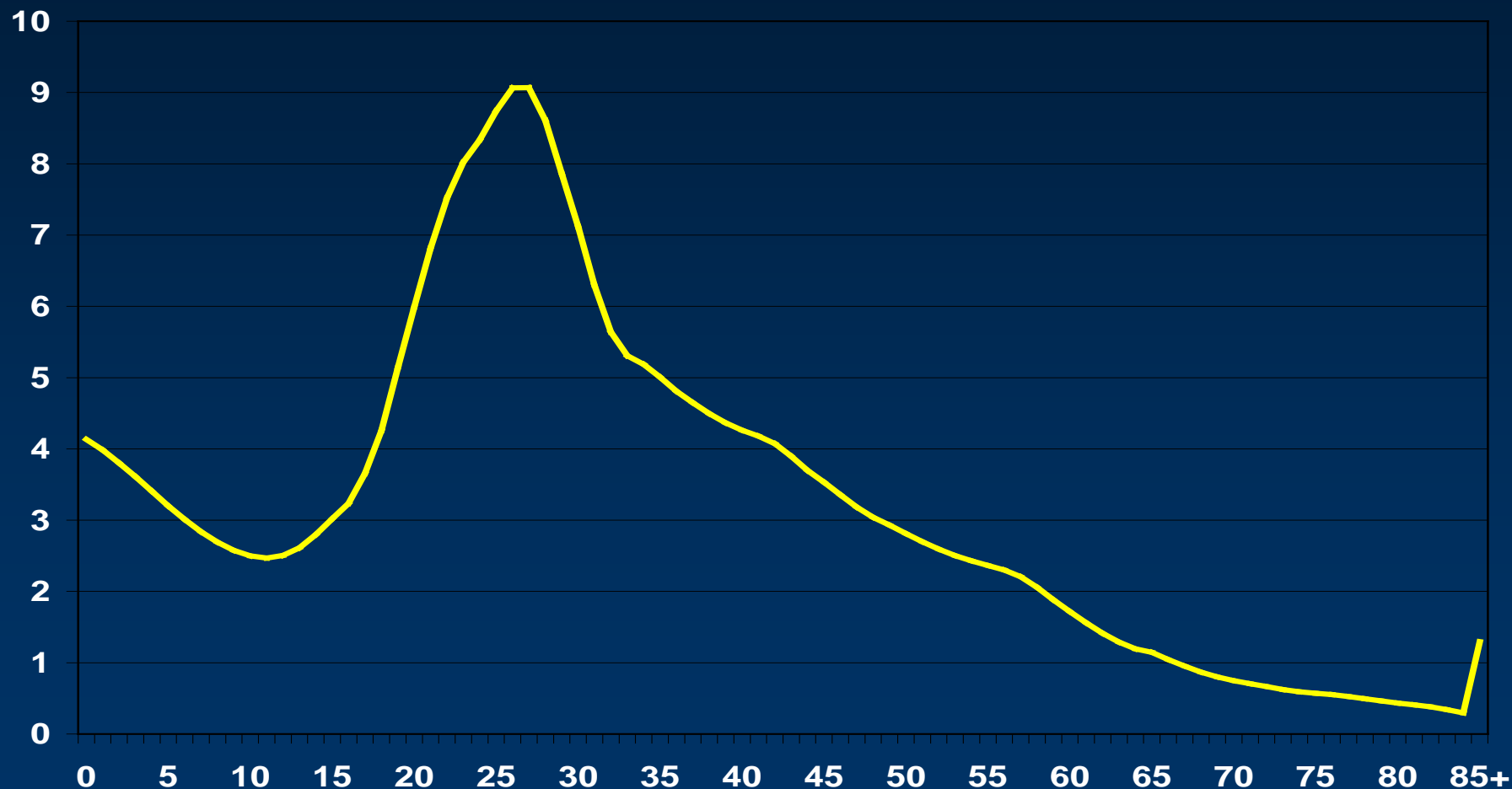
Canada, Pyramide des Âges, 2011 (%)





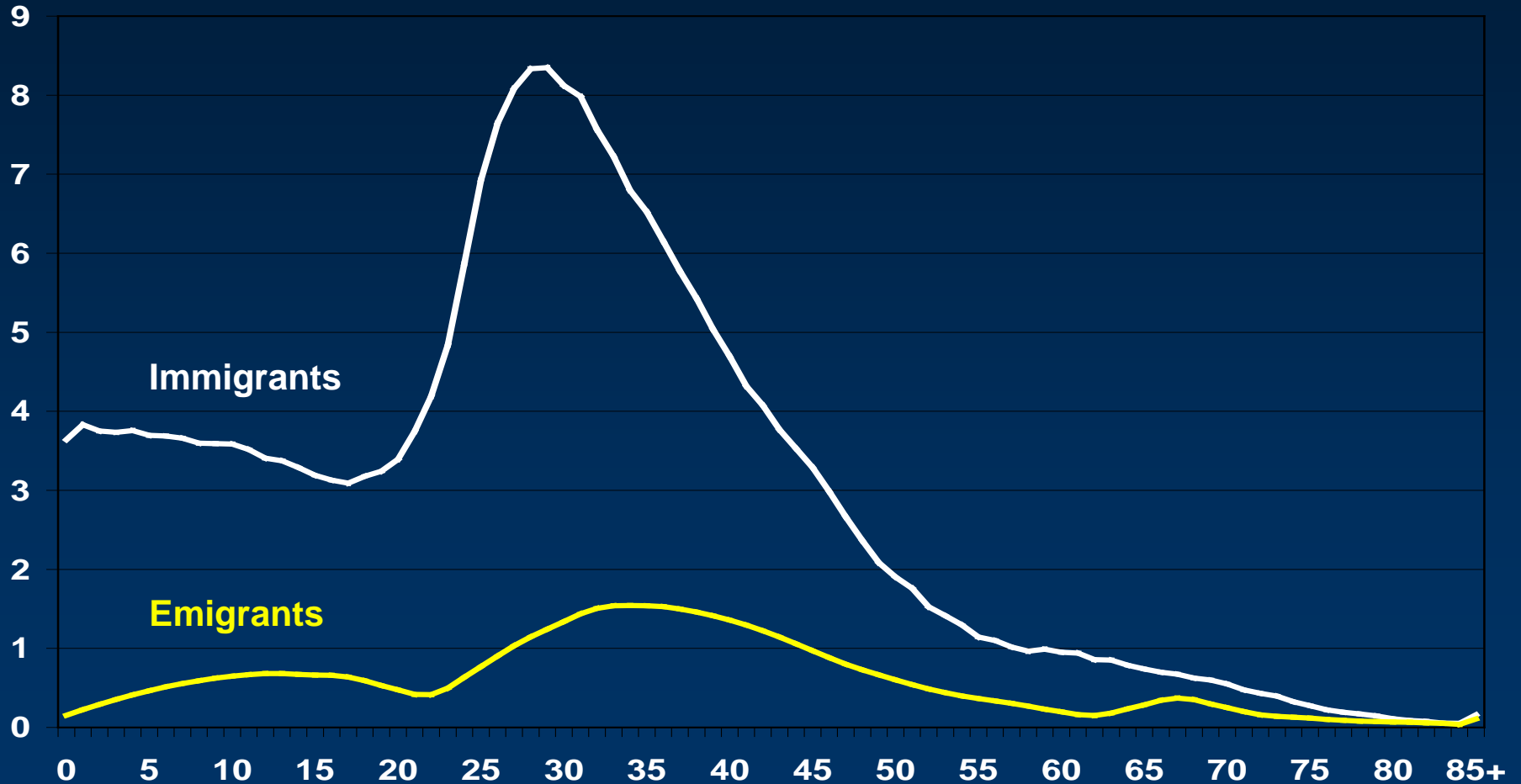
Migration interprovinciale

Canada, 2007-12 (000's)



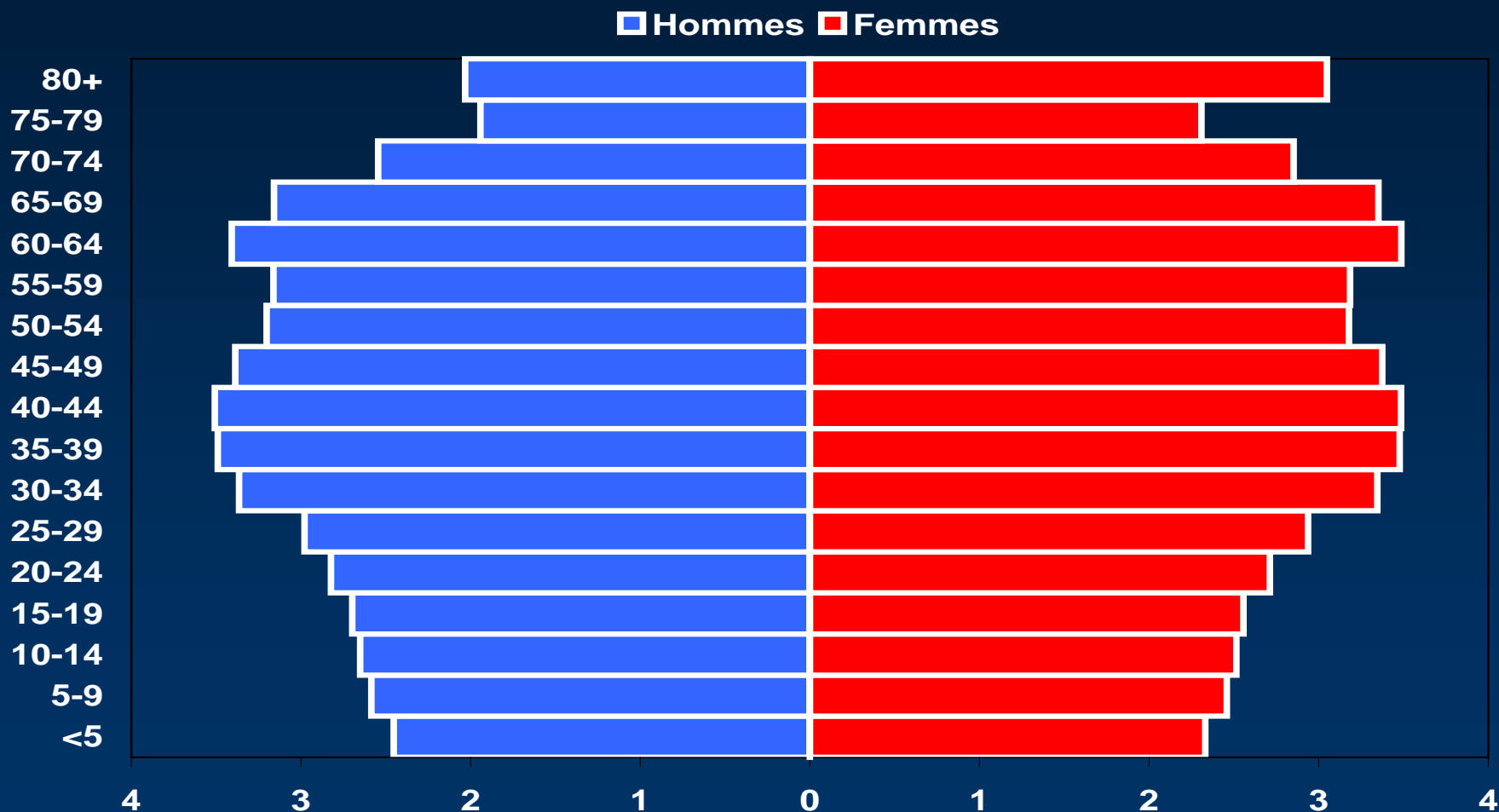
International Migration

Canada, 2007-12 (000's)



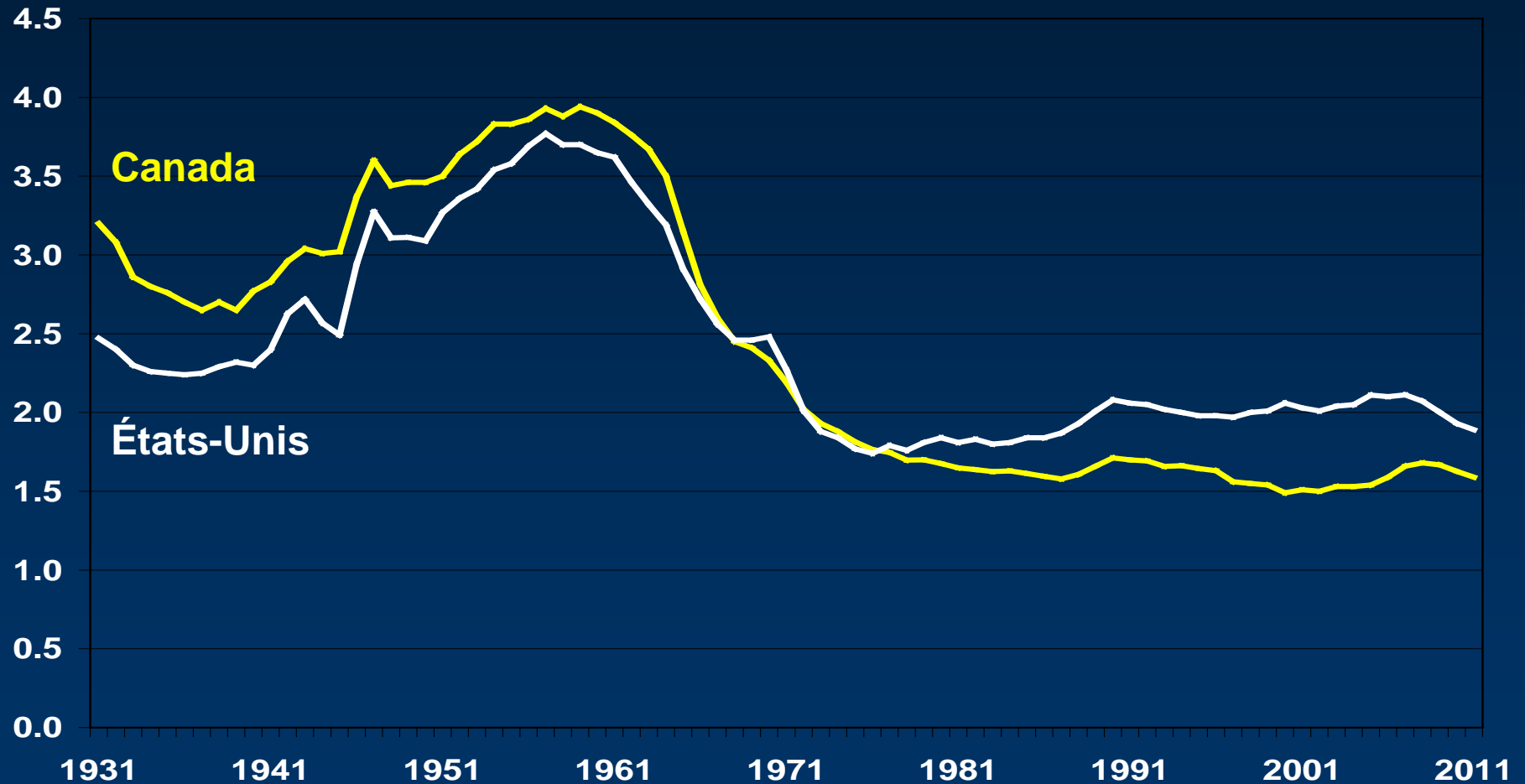
Canada

Pyramide des Âges, 2026 (%)



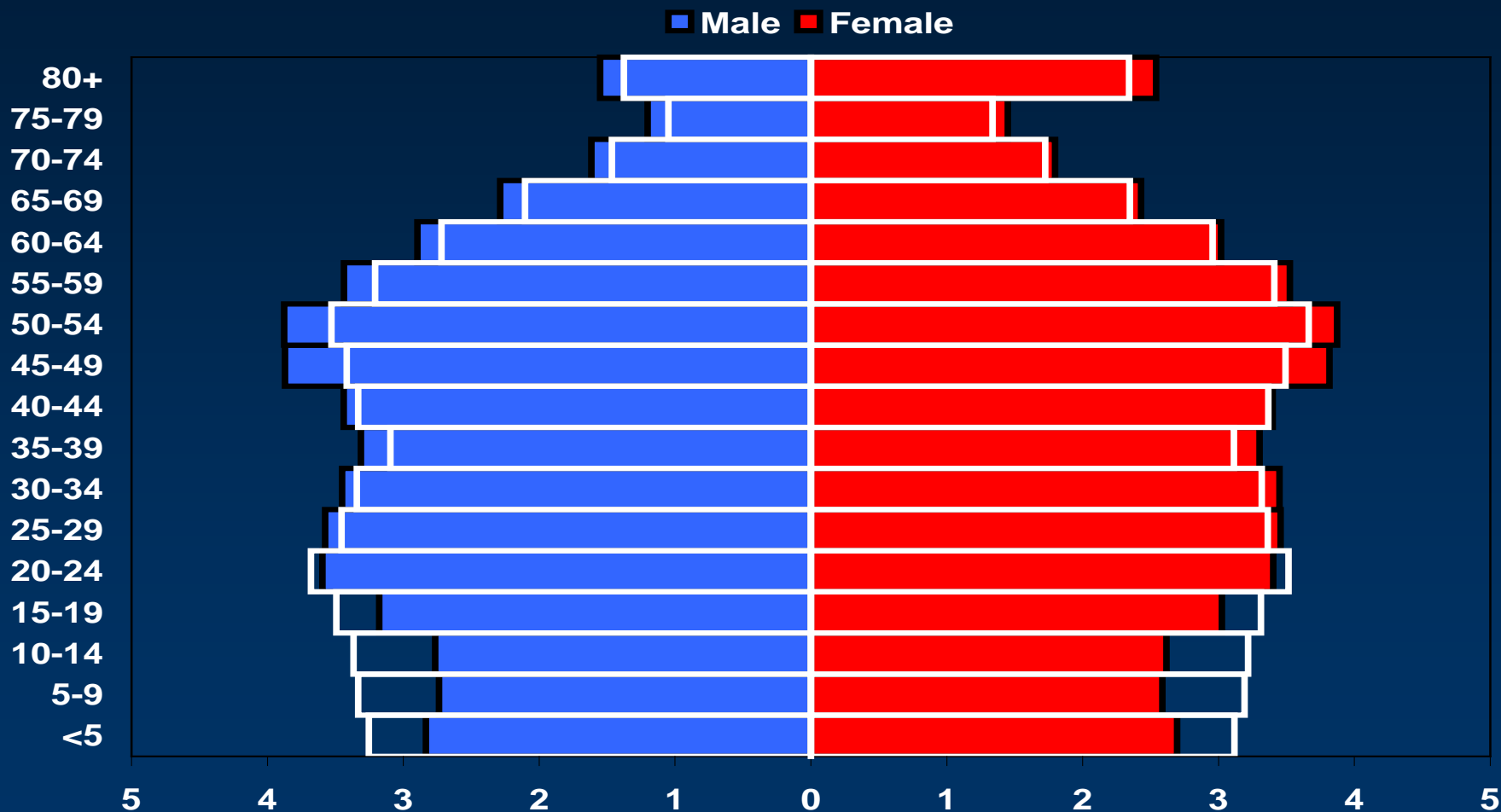
Taux de fécondité

1931-2011 (enfants par femme)



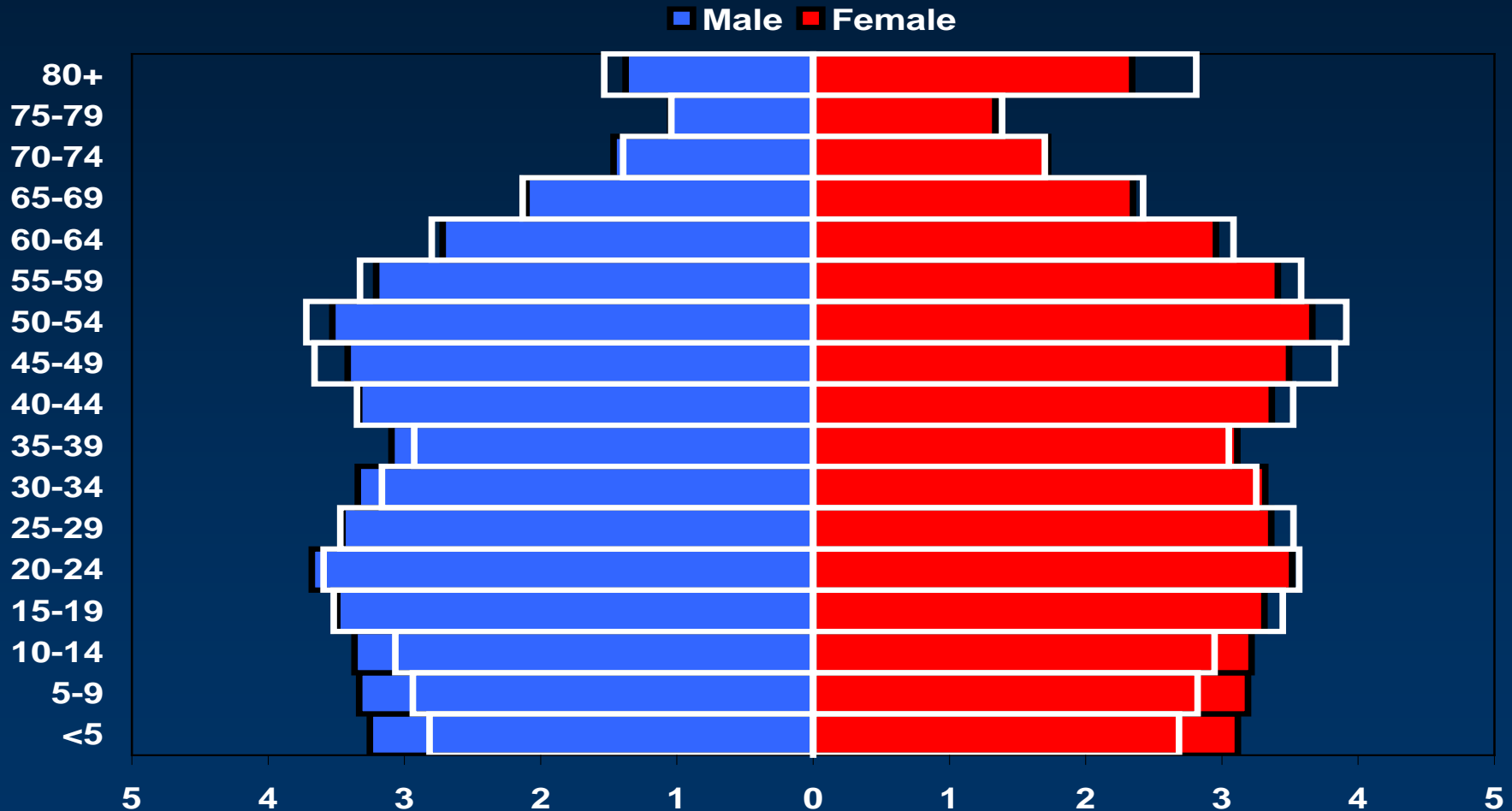
United States

Population Pyramid, 2012 (%)



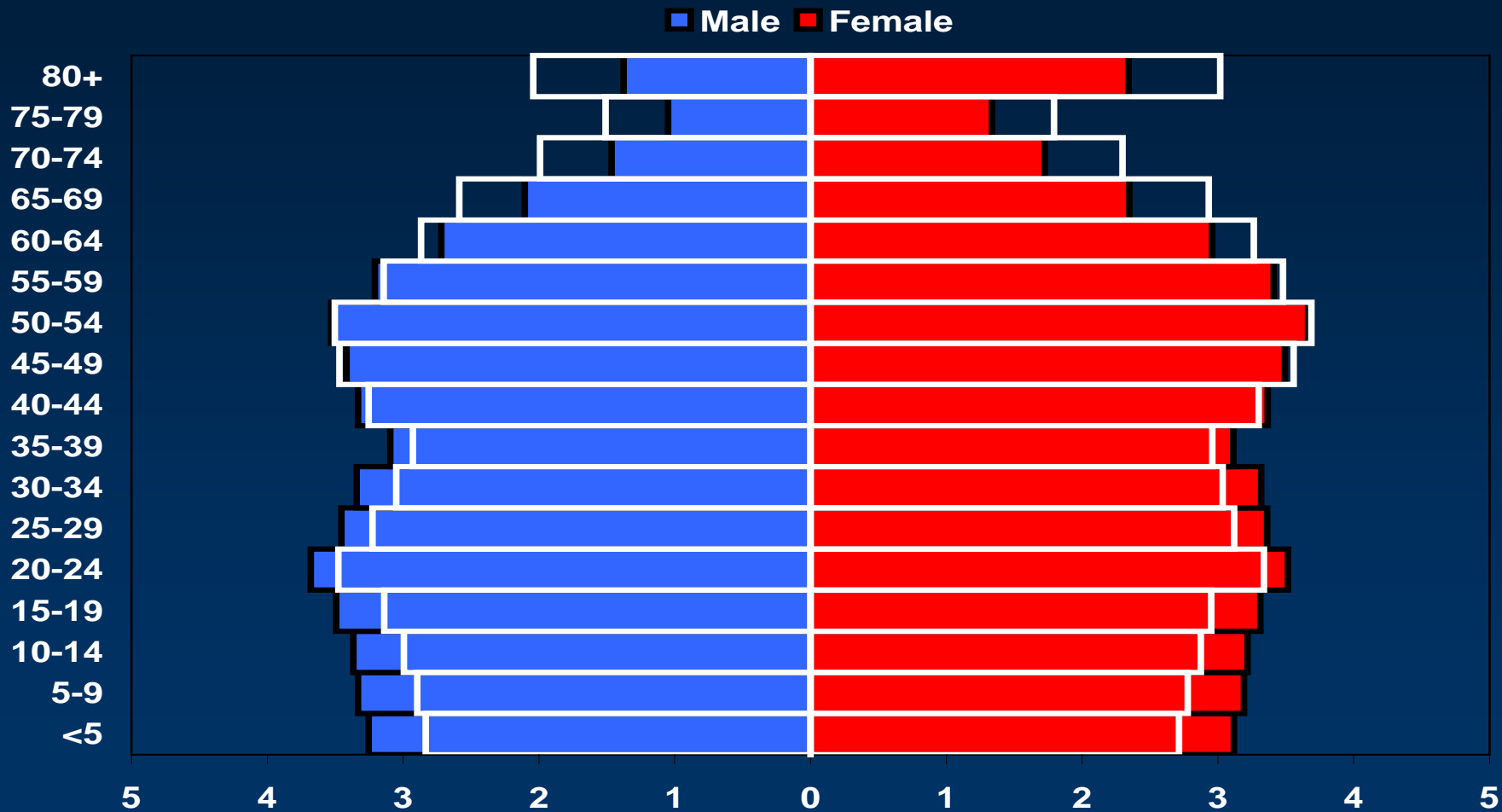
Massachusetts

Population Pyramid, 2012 (%)



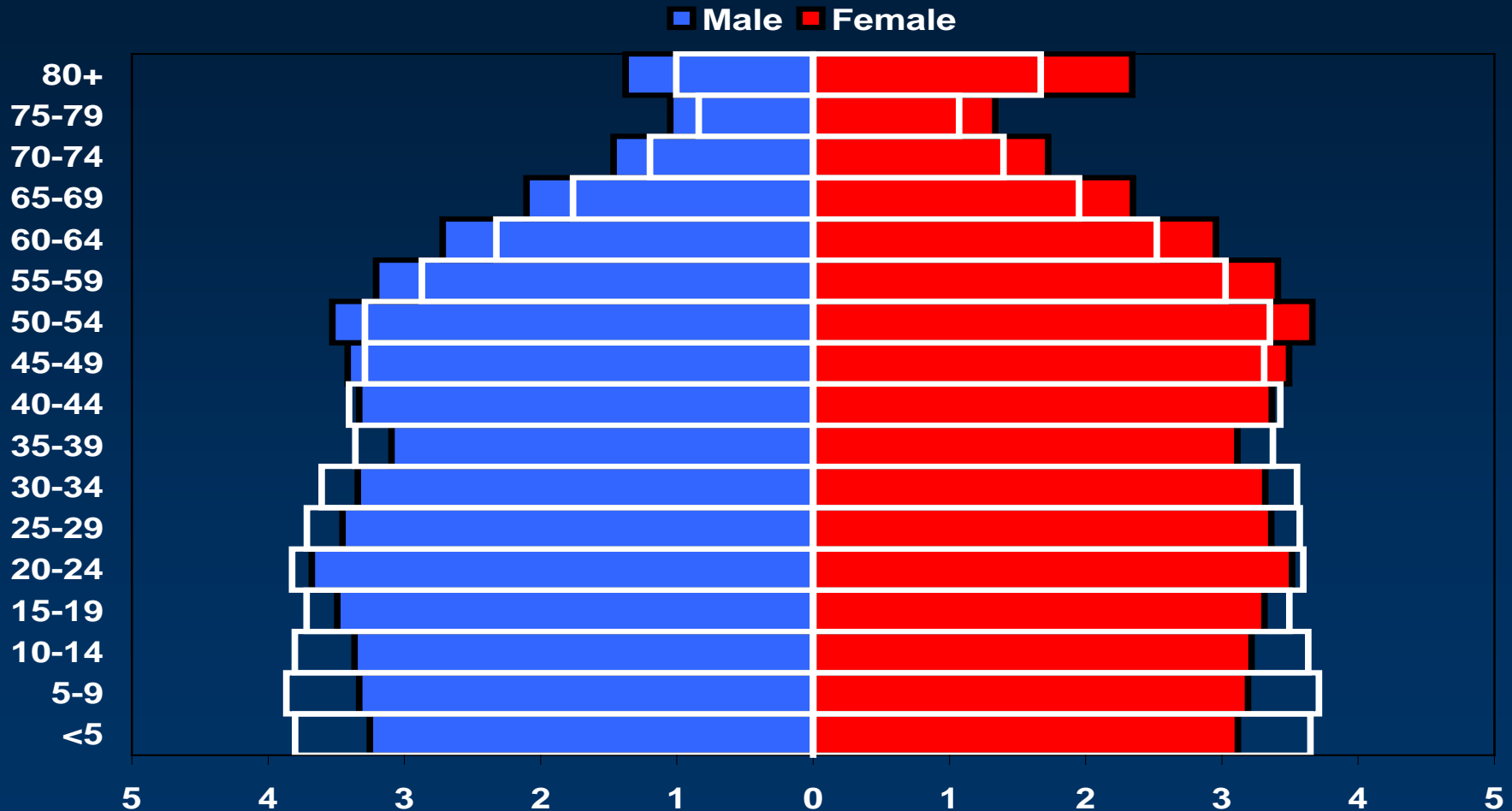
Florida

Population Pyramid, 2012 (%)

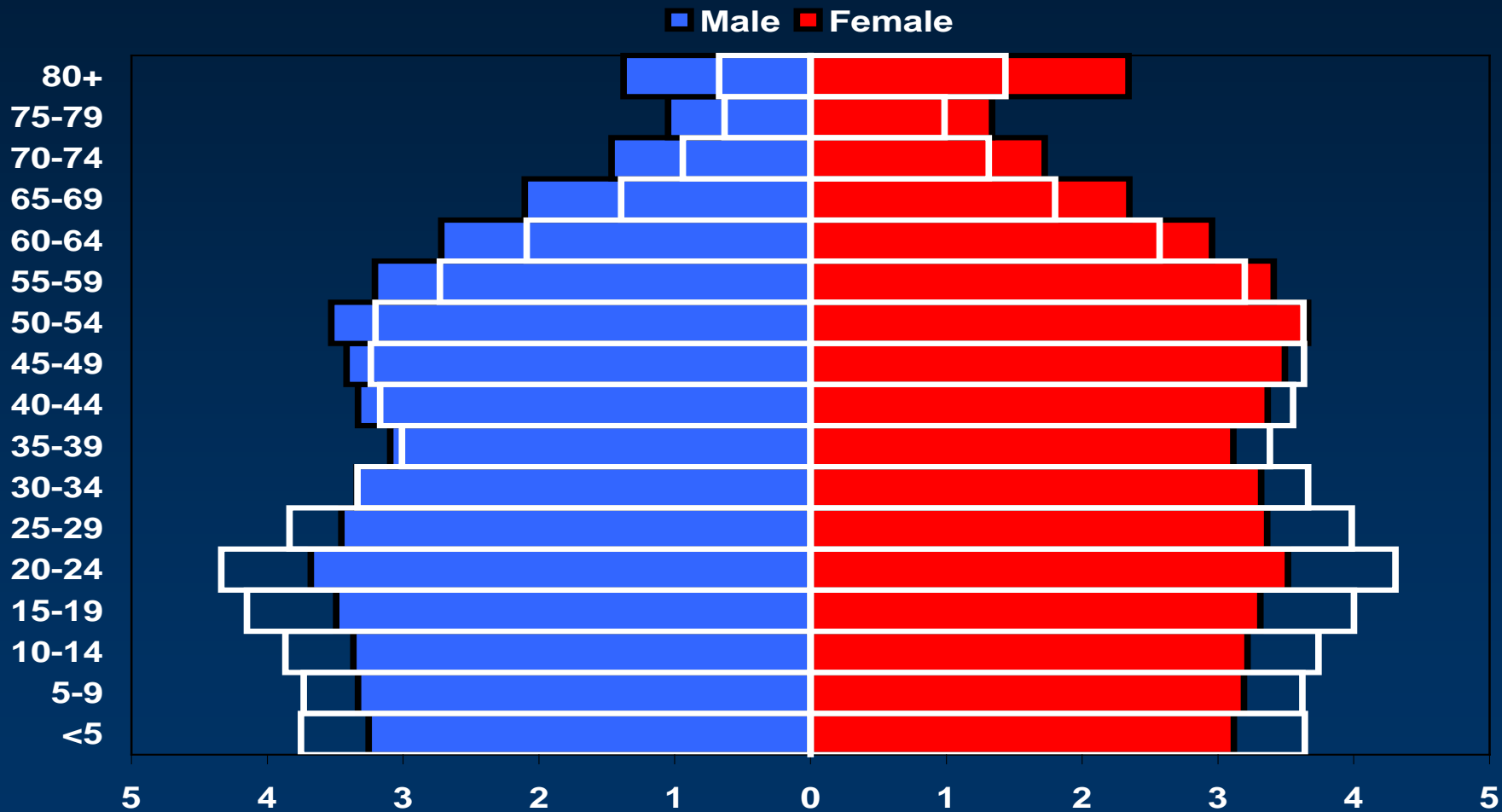


Texas

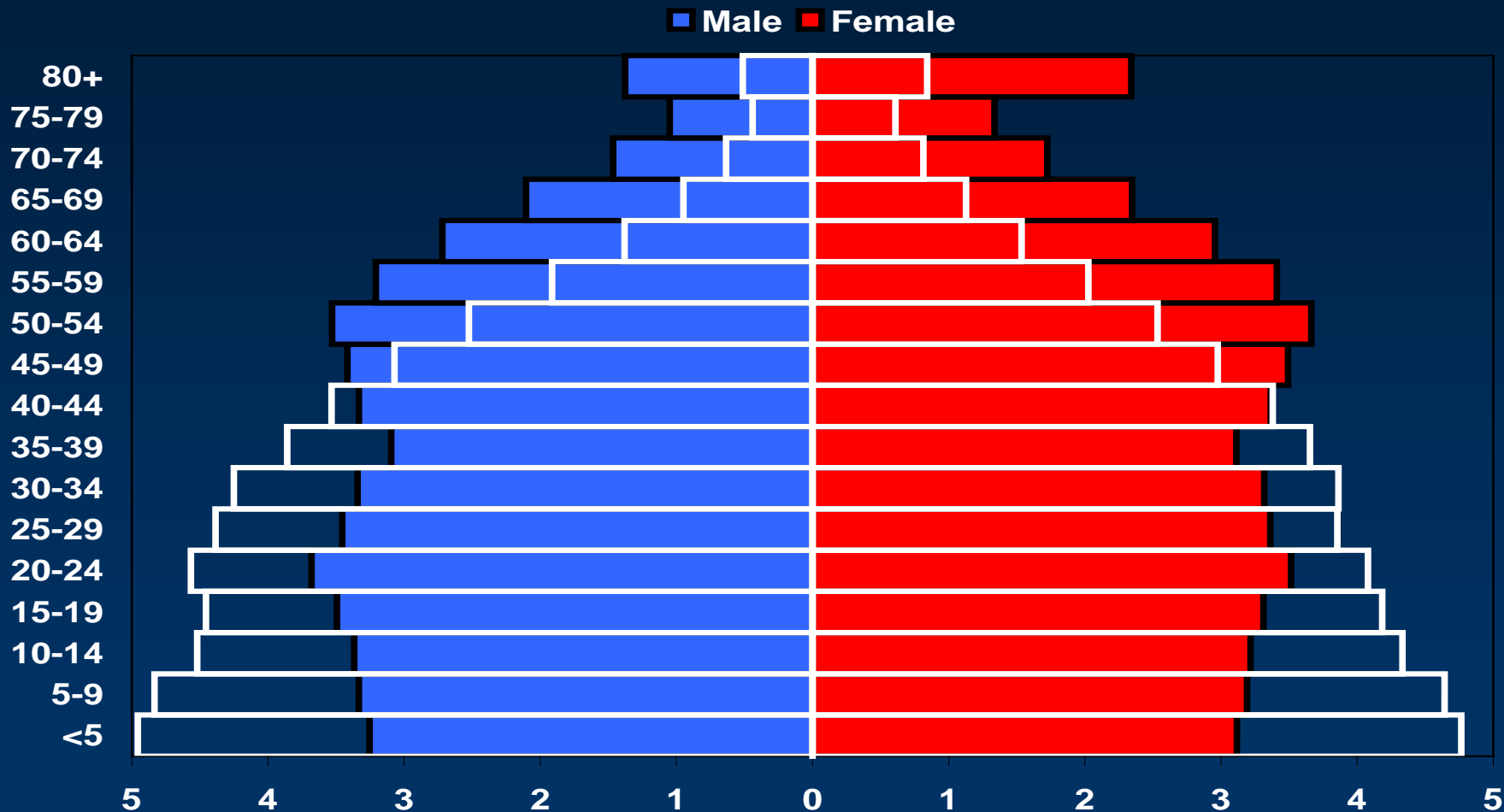
Population Pyramid, 2012 (%)



United States: Black Population Pyramid, 2012 (%)

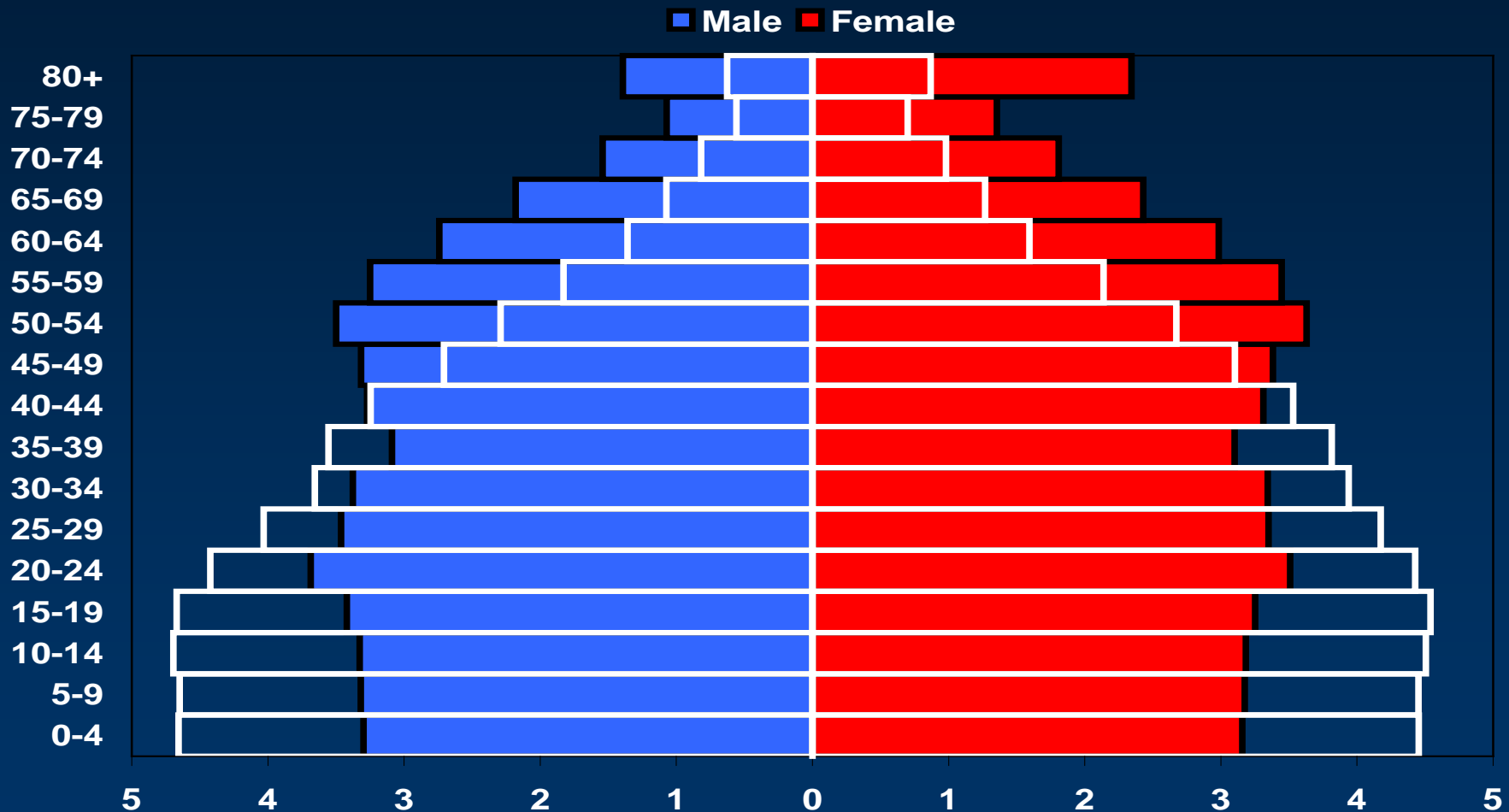


United States: Hispanic Population Pyramid, 2012 (%)



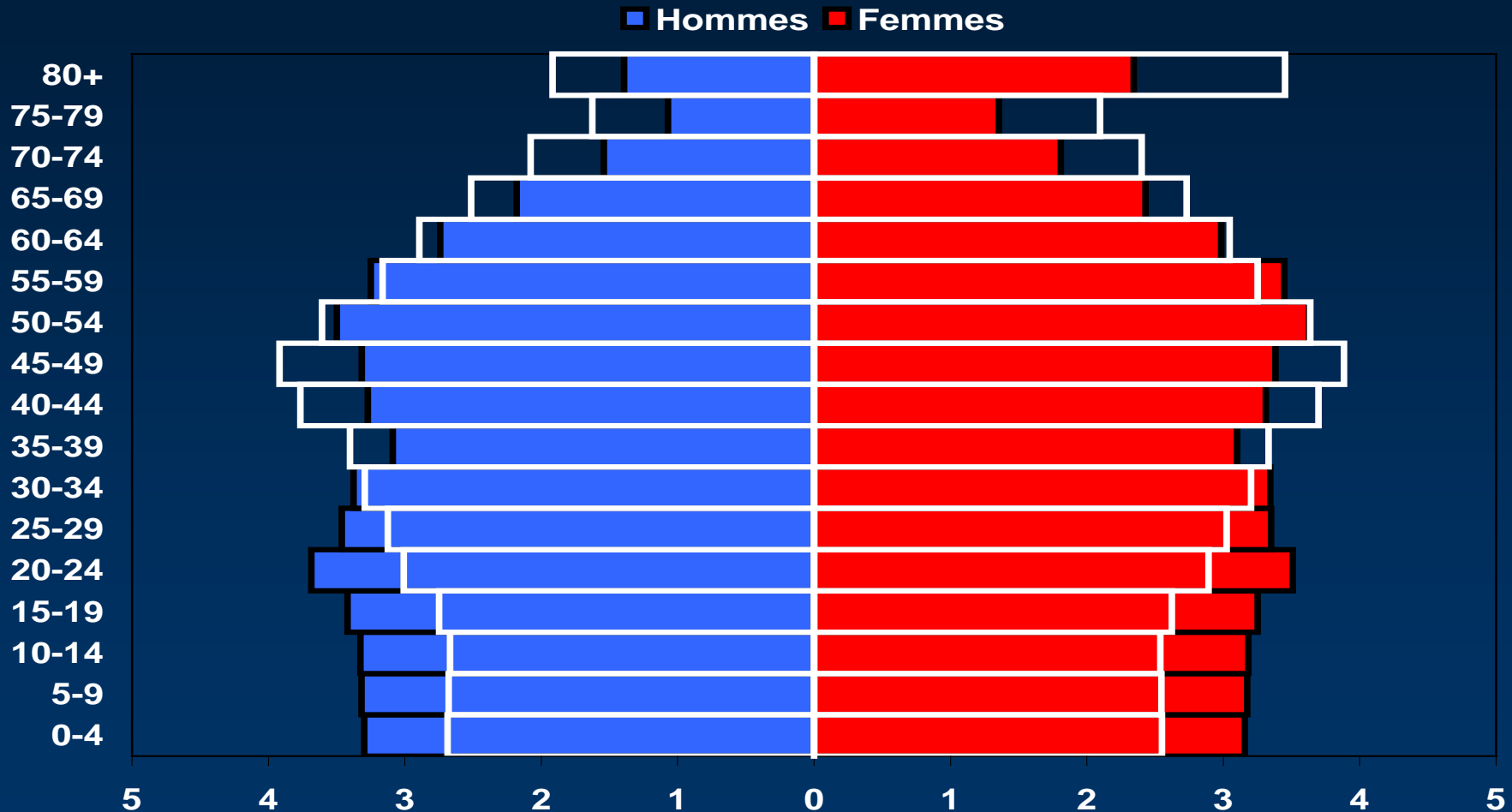
Mexico

Population Pyramid, 2013 (%)



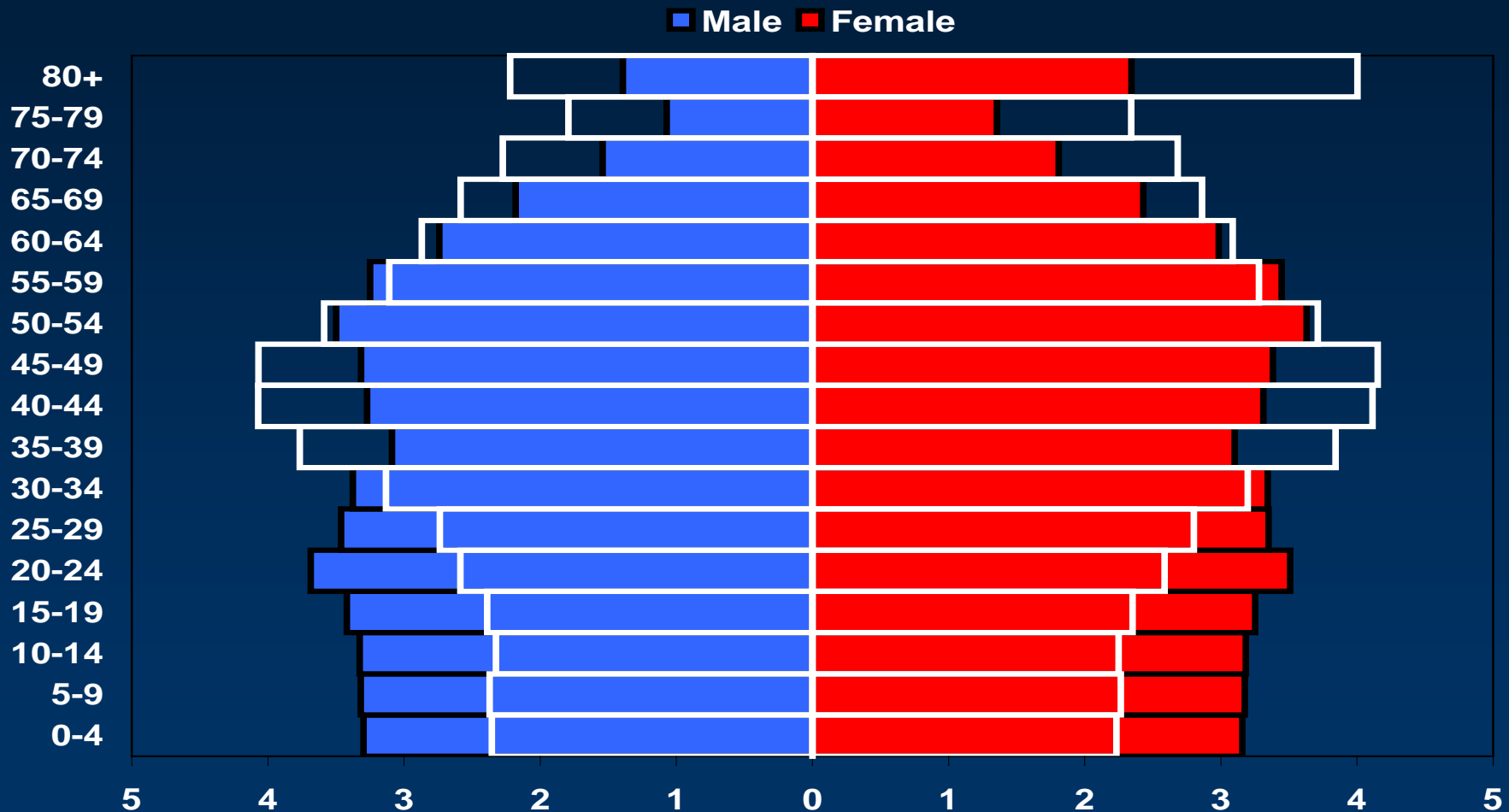
Europe de l'Ouest

Pyramide des Âges, 2013 (%)



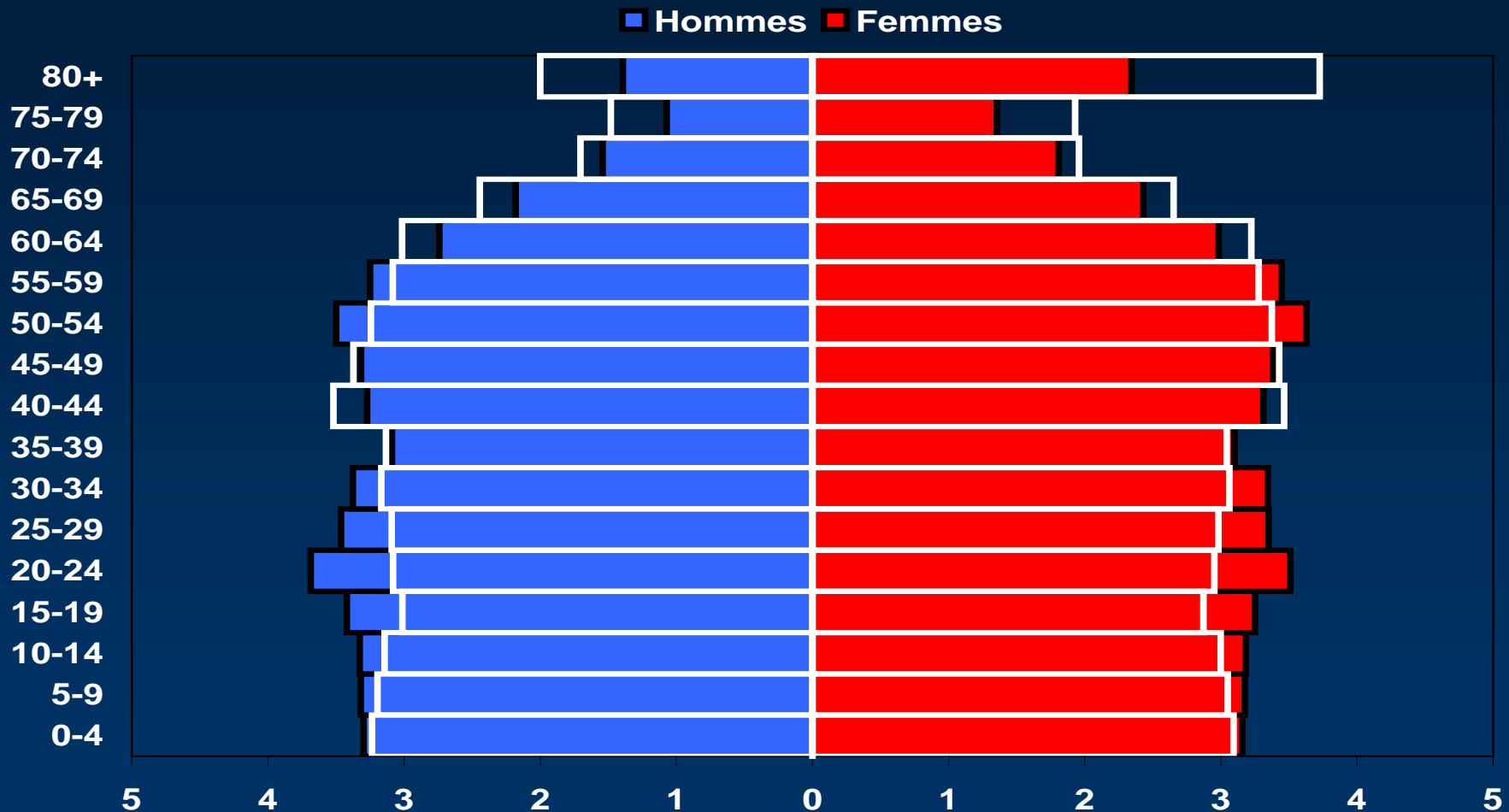
Italy

Population Pyramid, 2013 (%)



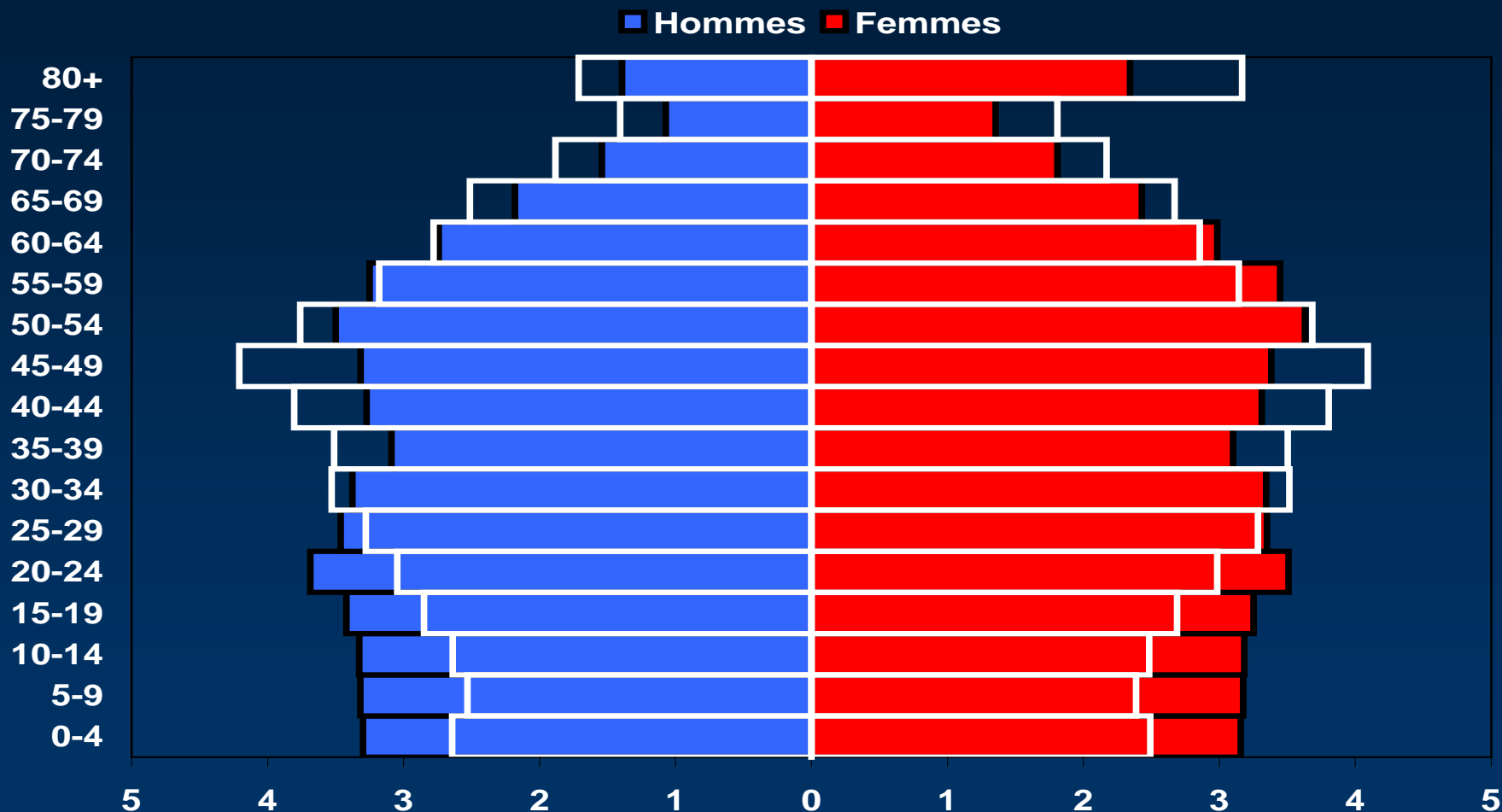
France

Pyramide des Âges, 2013 (%)



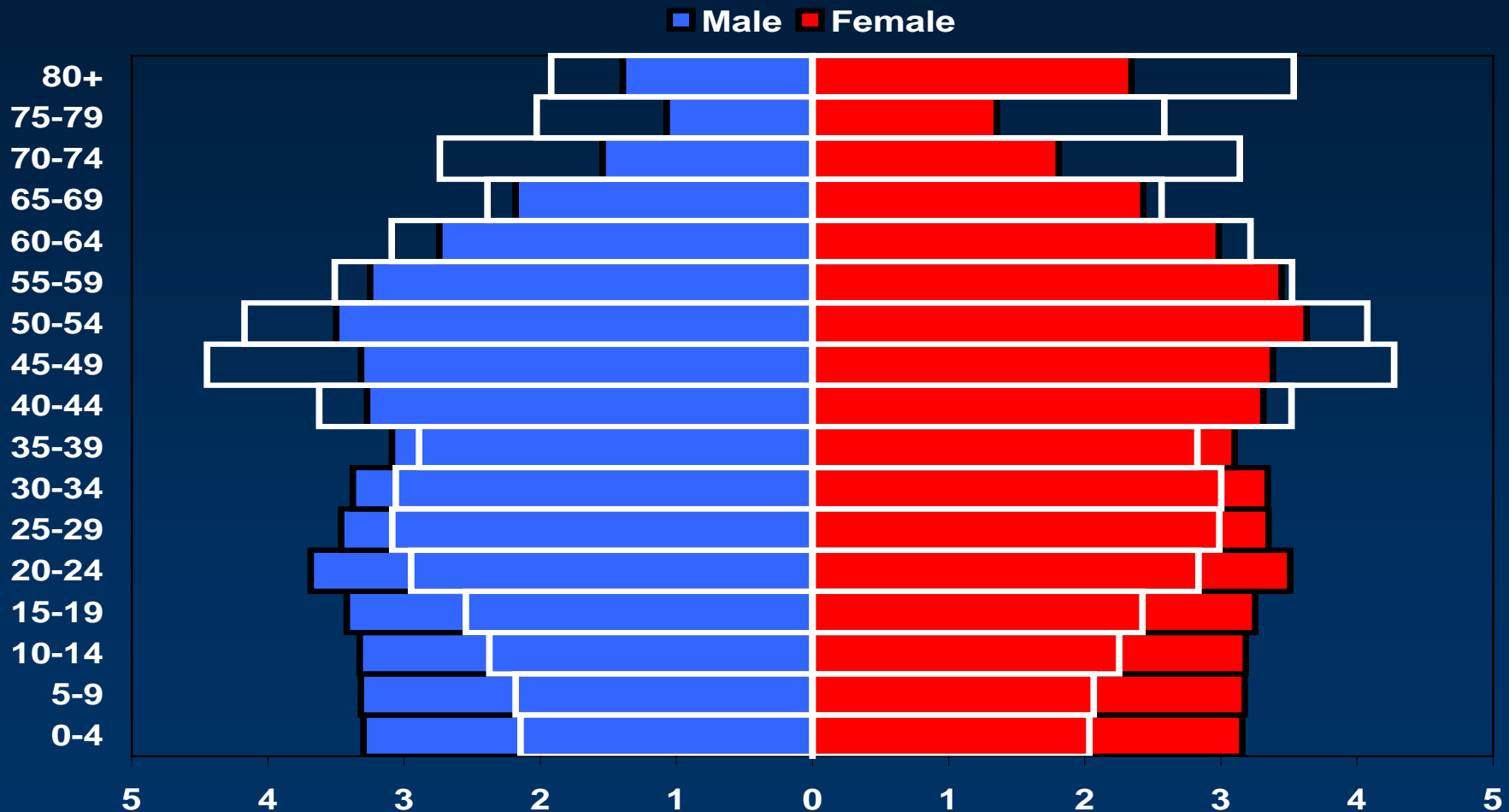
Suisse

Pyramide des Âges, 2013 (%)



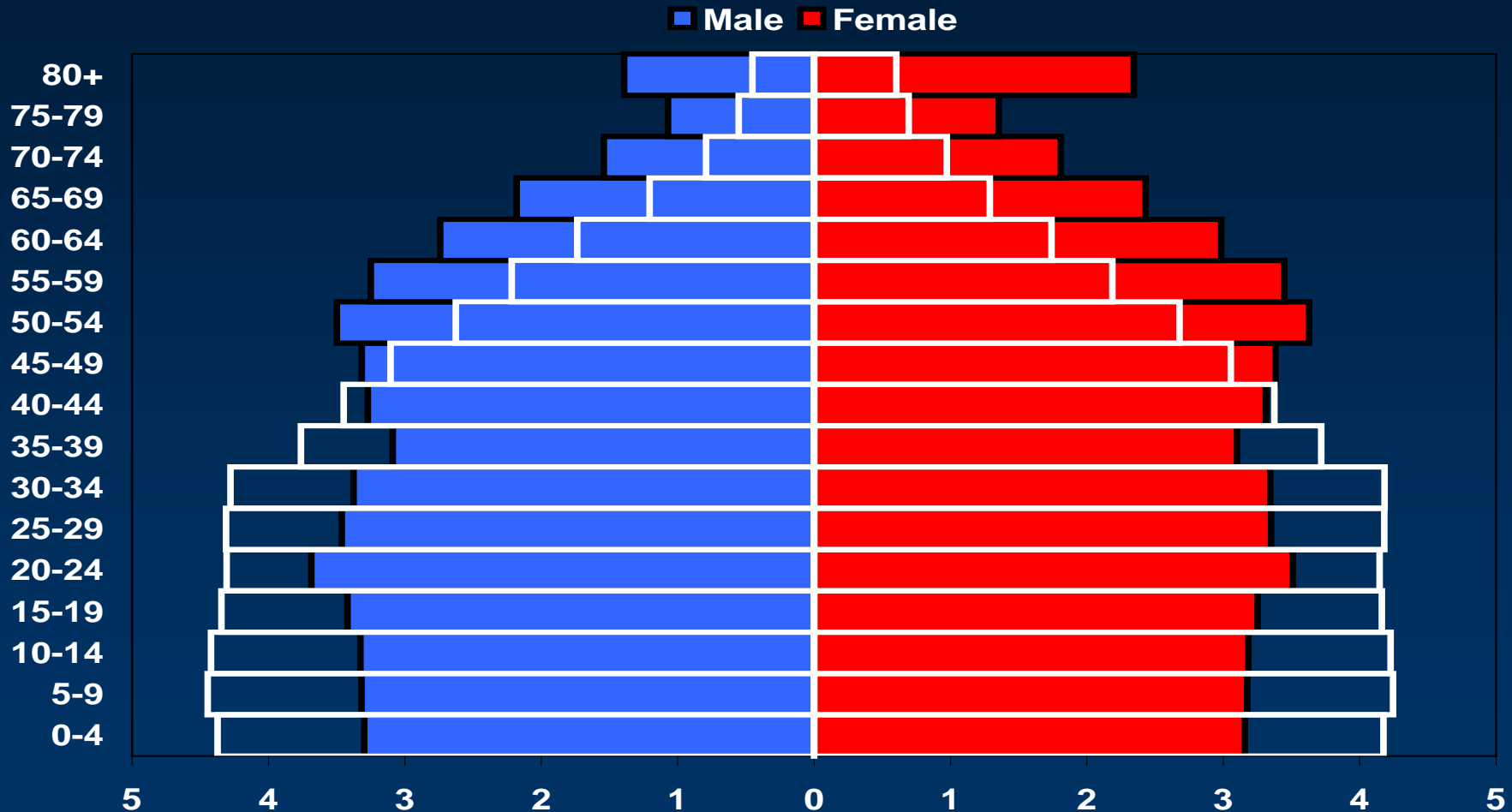
Germany

Population Pyramid, 2013 (%)



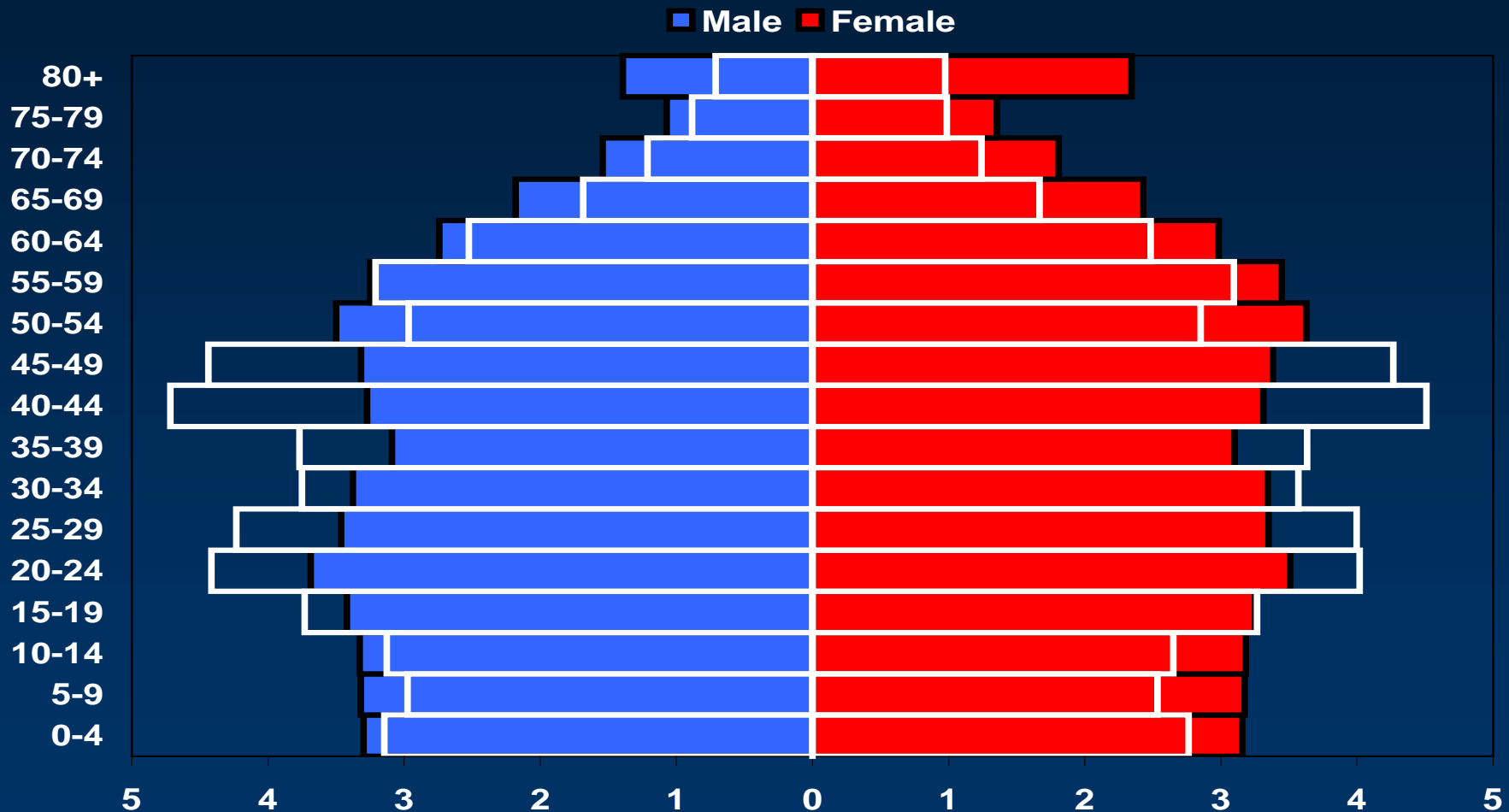
Turkey

Population Pyramid, 2013 (%)



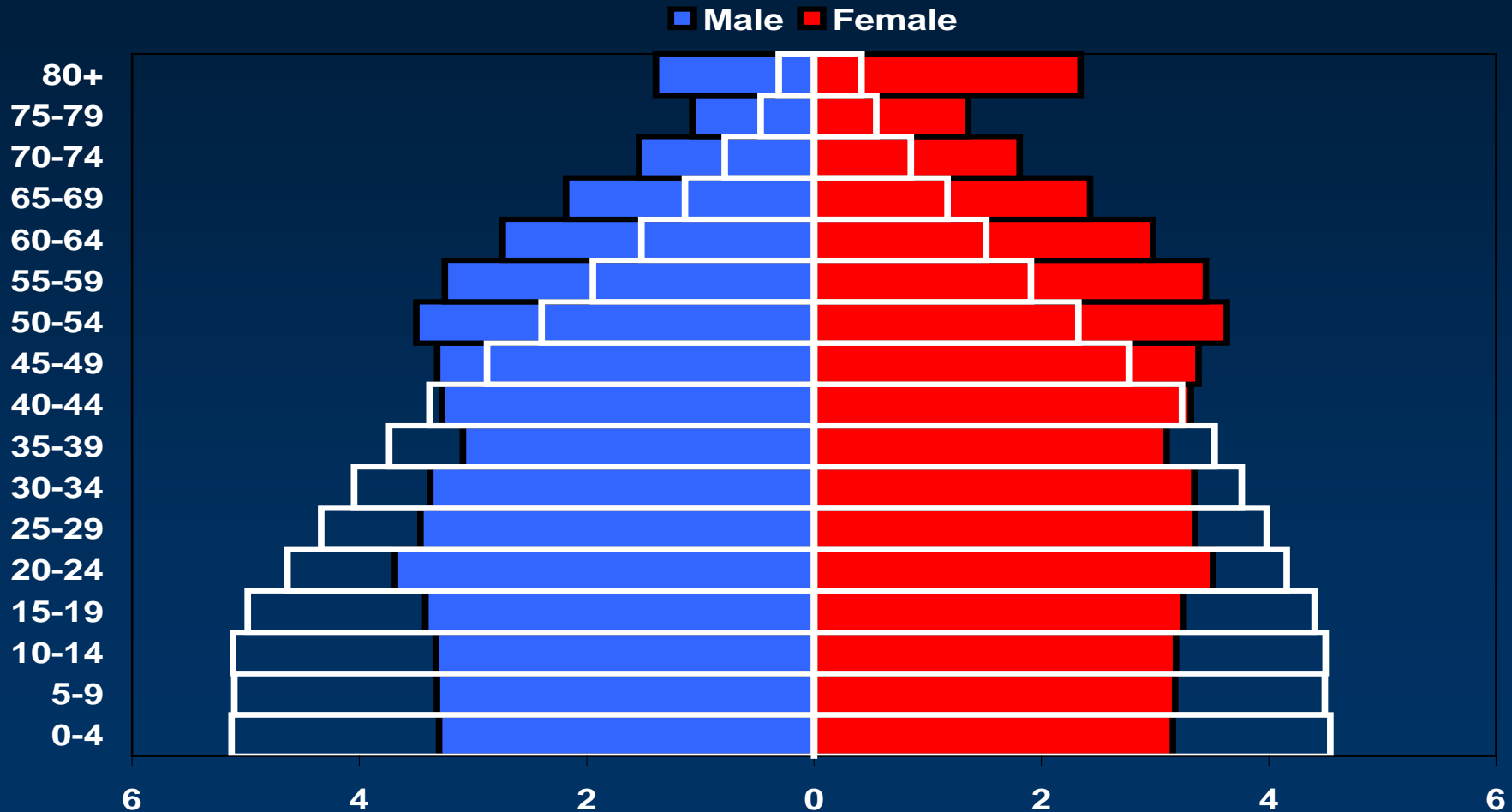
China

Population Pyramid, 2013 (%)



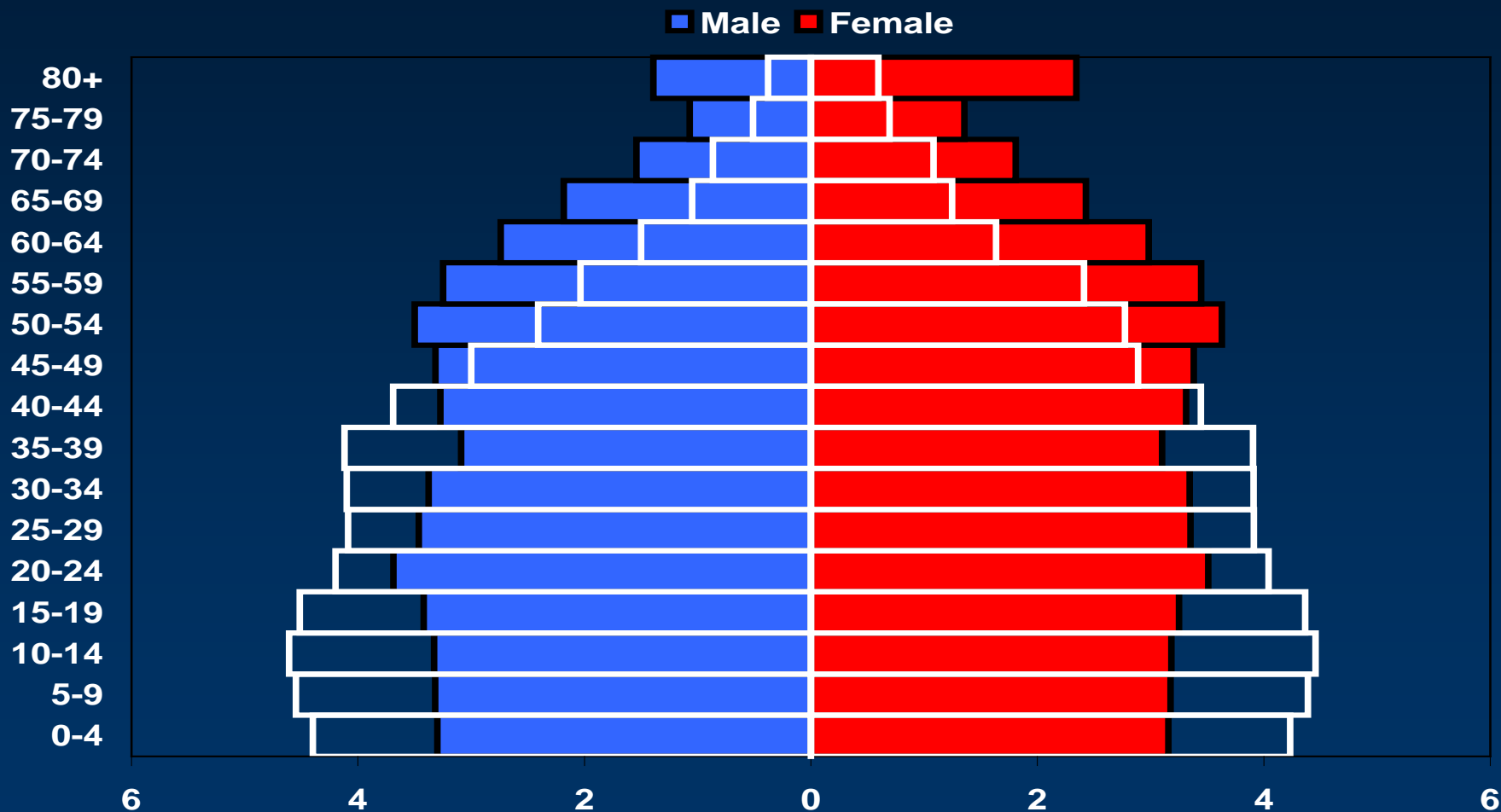
India

Population Pyramid, 2013 (%)



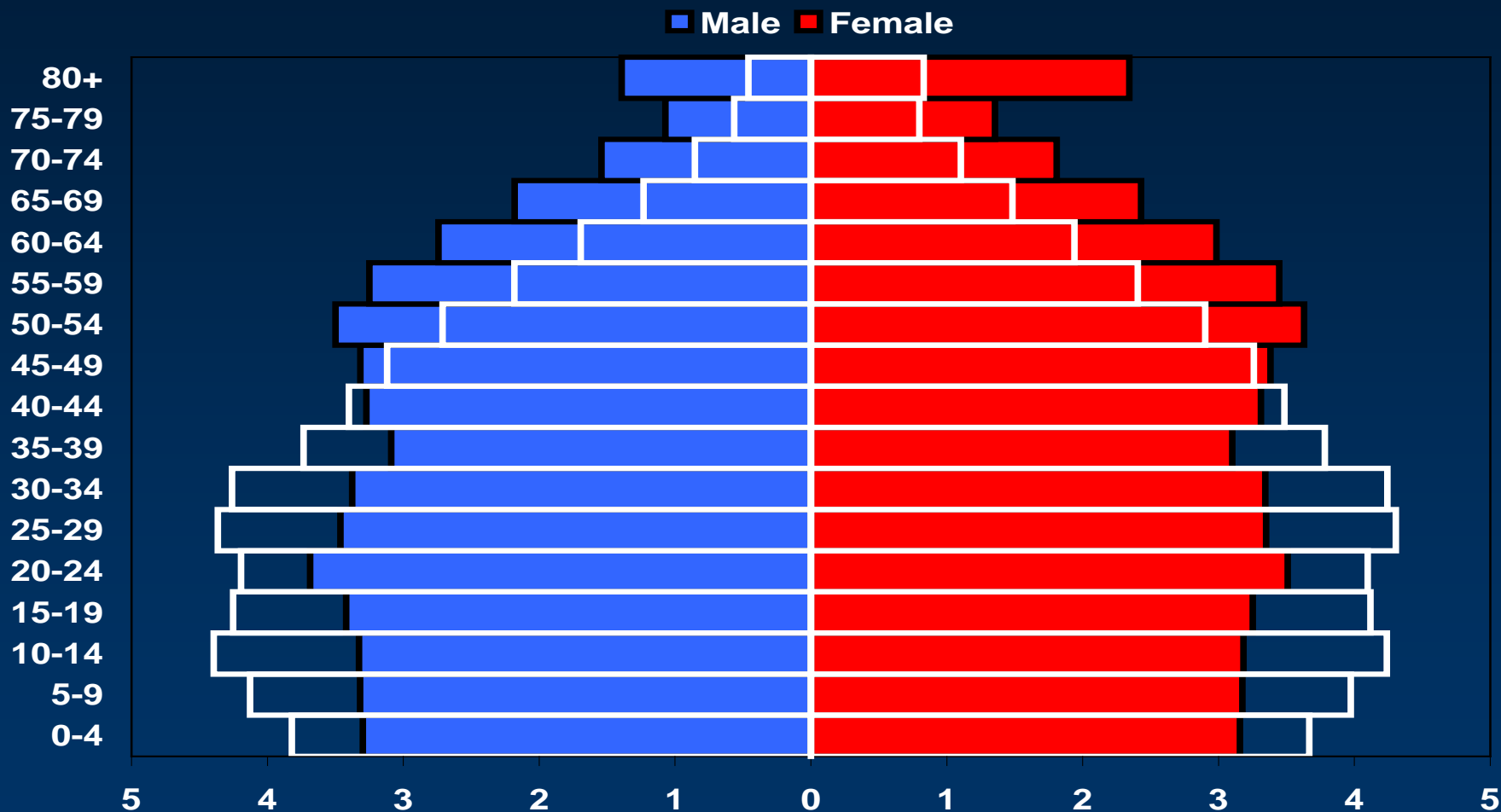
Indonesia

Population Pyramid, 2013 (%)



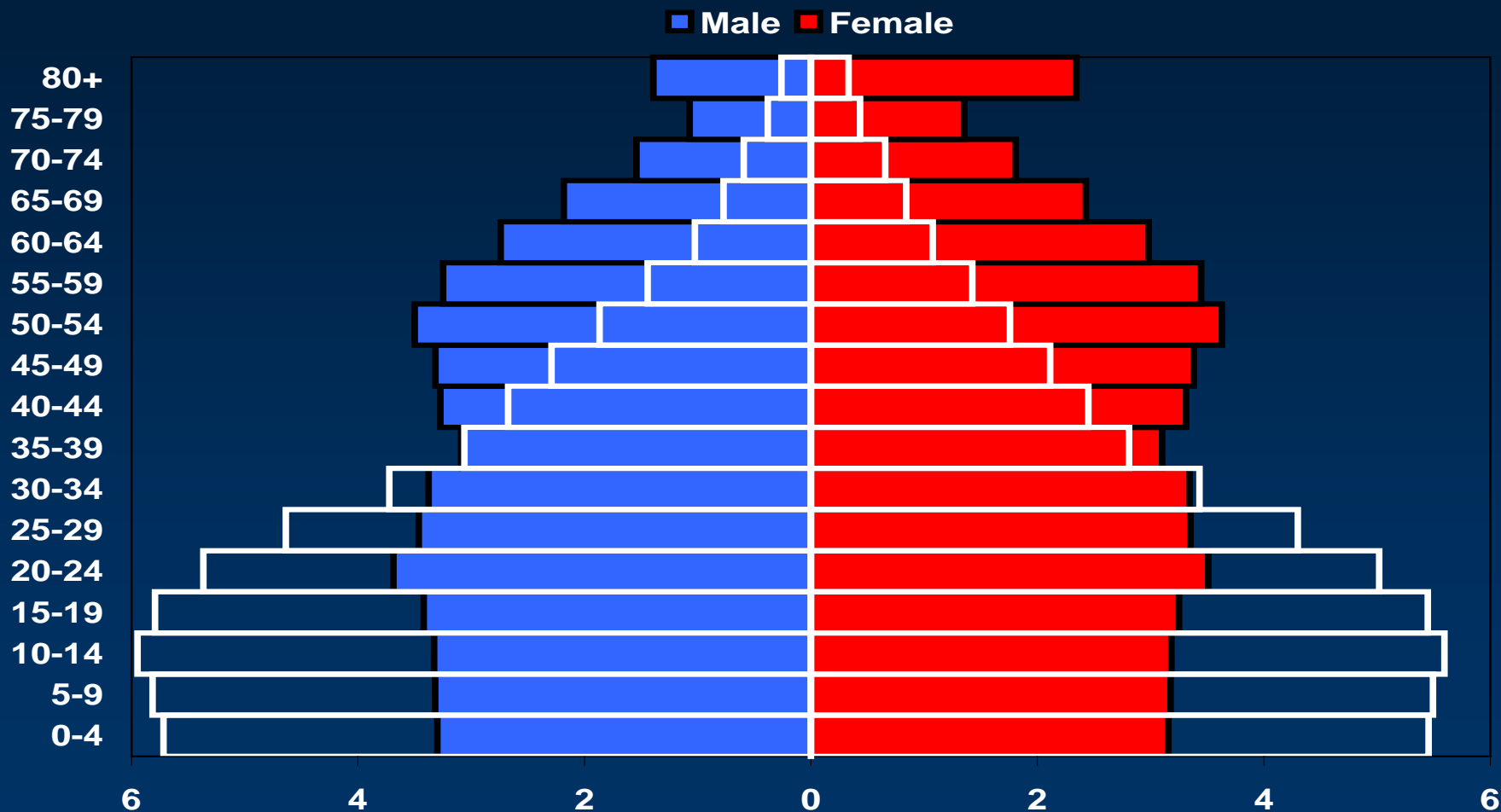
Brazil

Population Pyramid, 2013 (%)



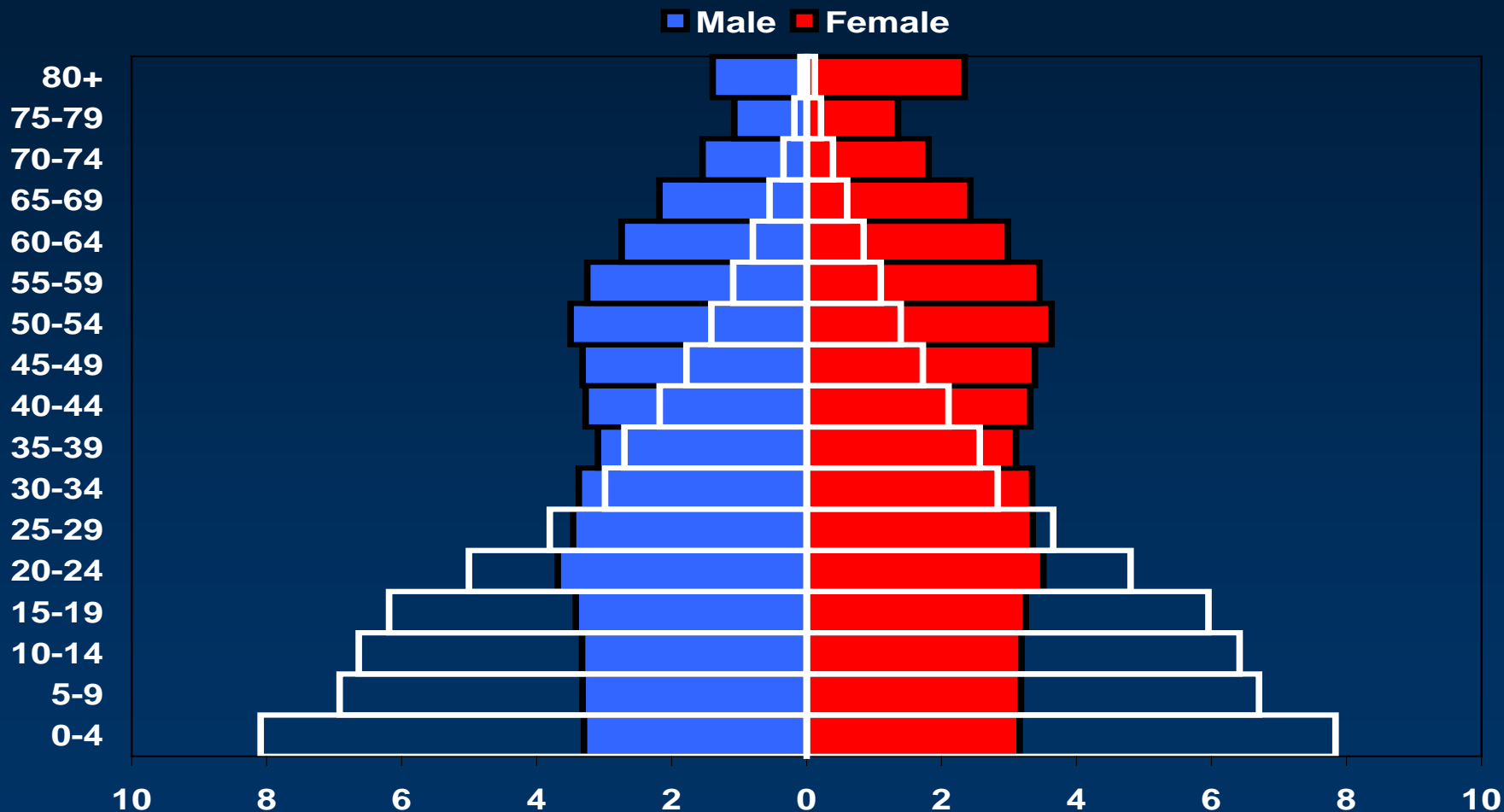
Pakistan

Population Pyramid, 2013 (%)



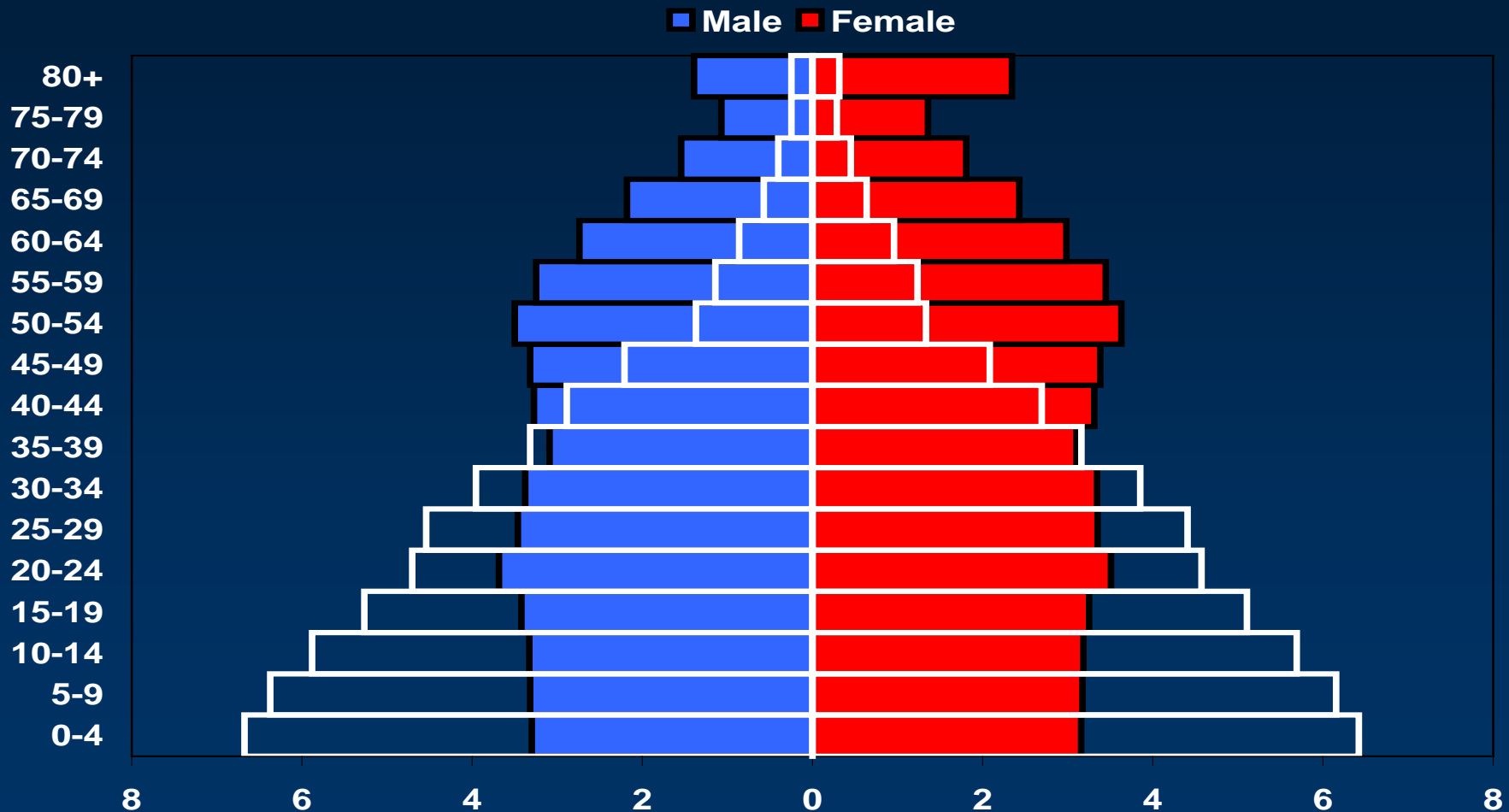
Afghanistan

Population Pyramid, 2013 (%)



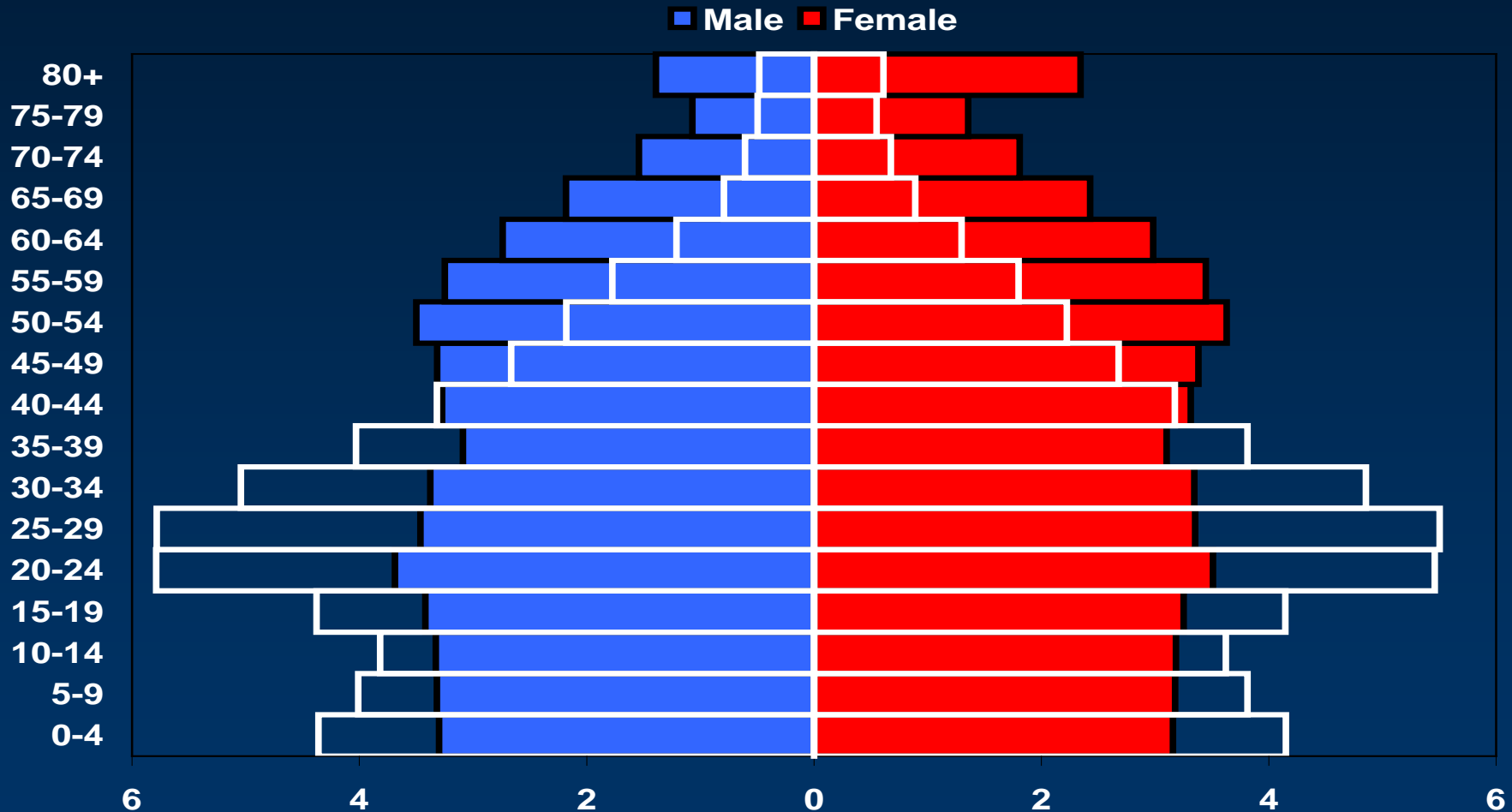
Iraq

Population Pyramid, 2013 (%)



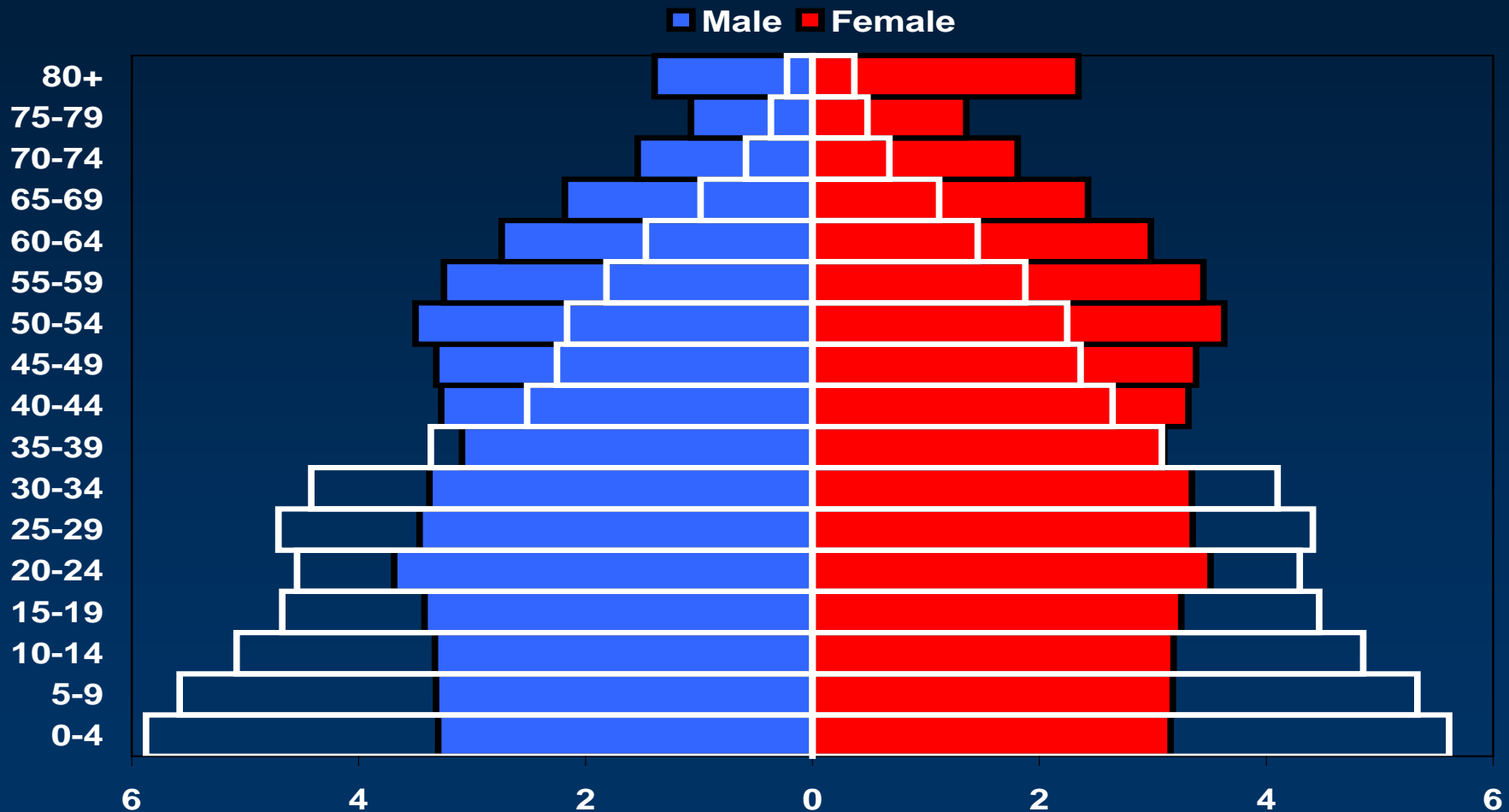
Iran

Population Pyramid, 2013 (%)



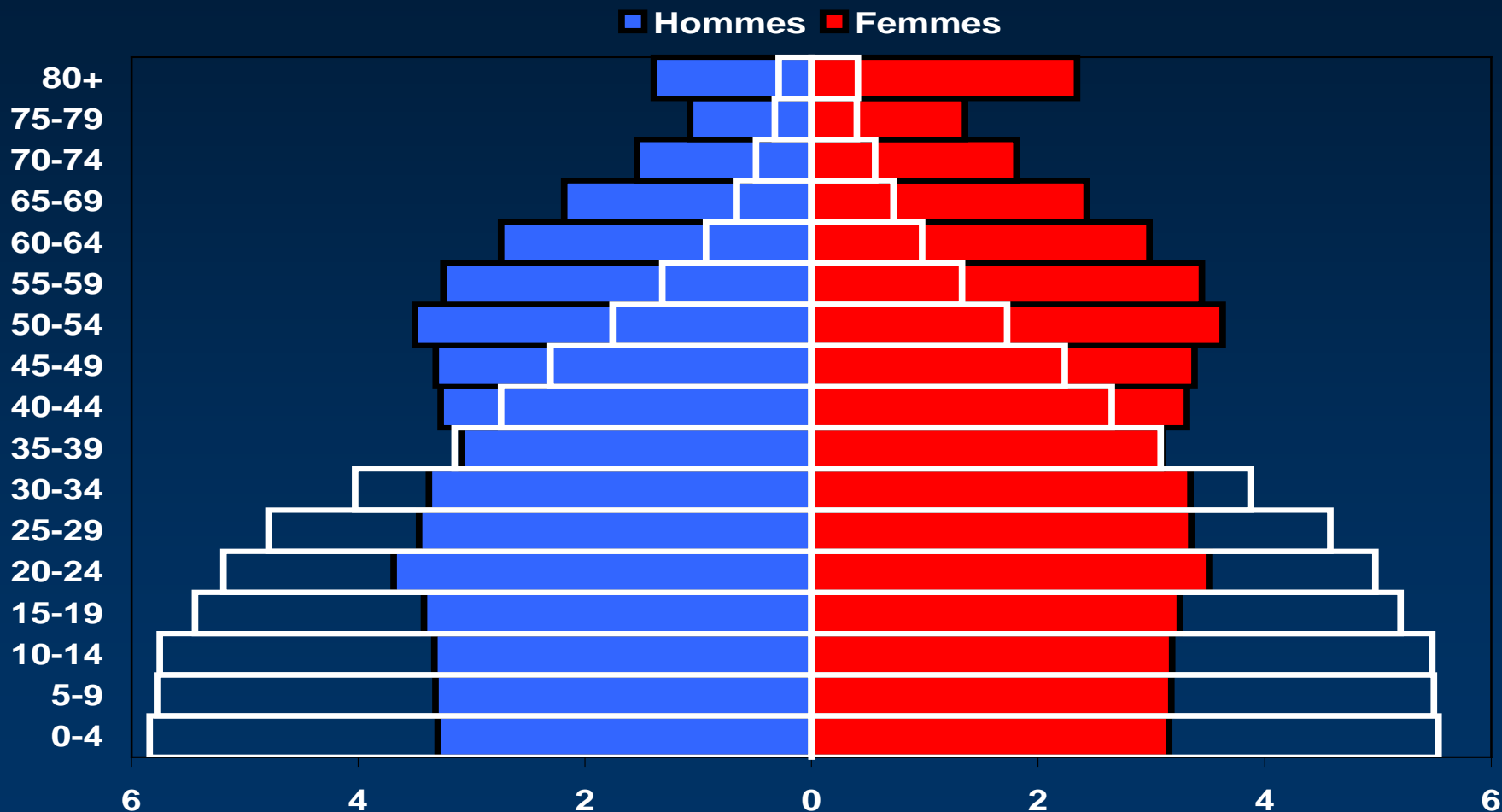
Egypt

Population Pyramid, 2013 (%)



Syrie

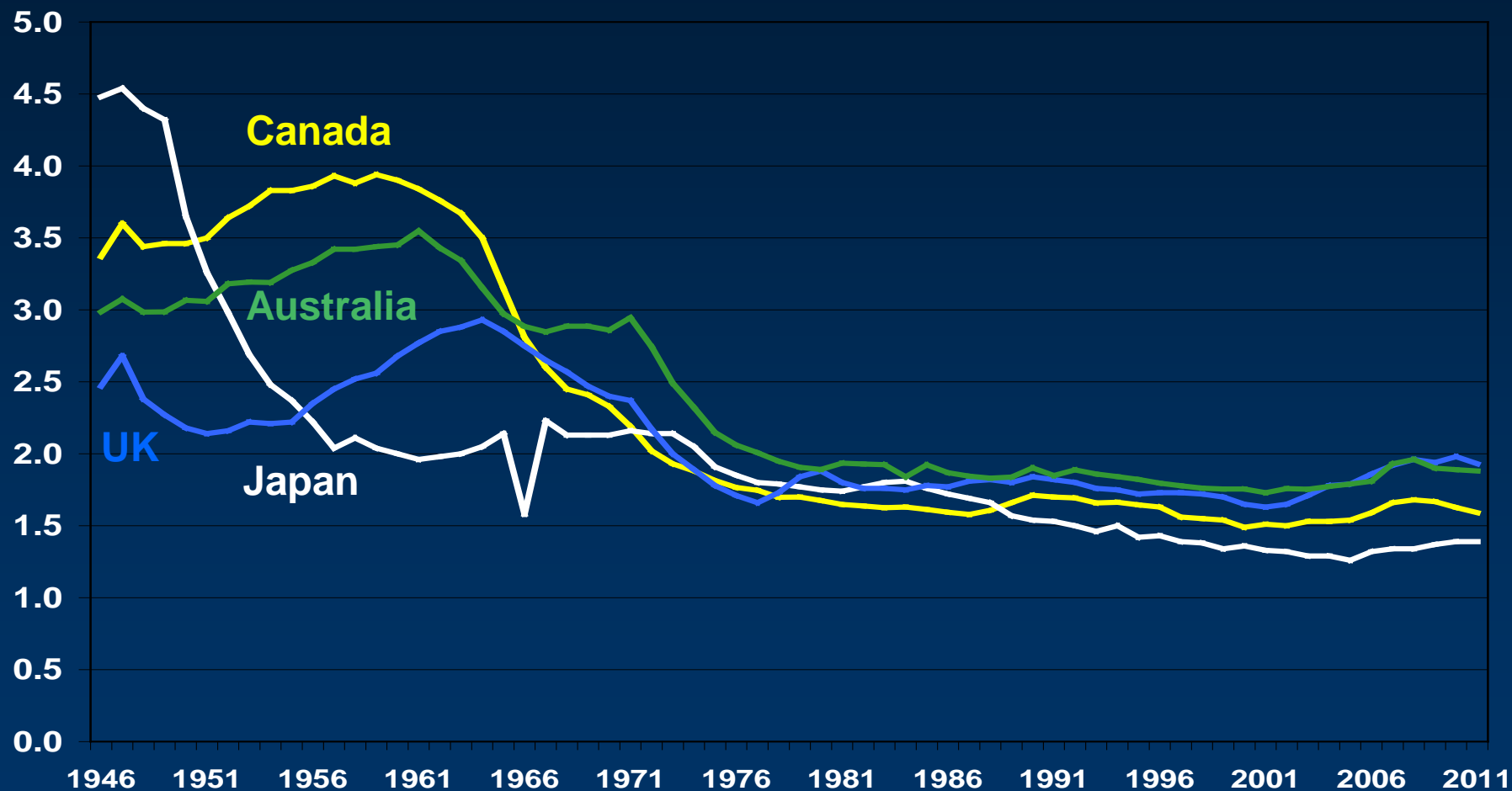
Pyramide des Âges, 2013 (%)

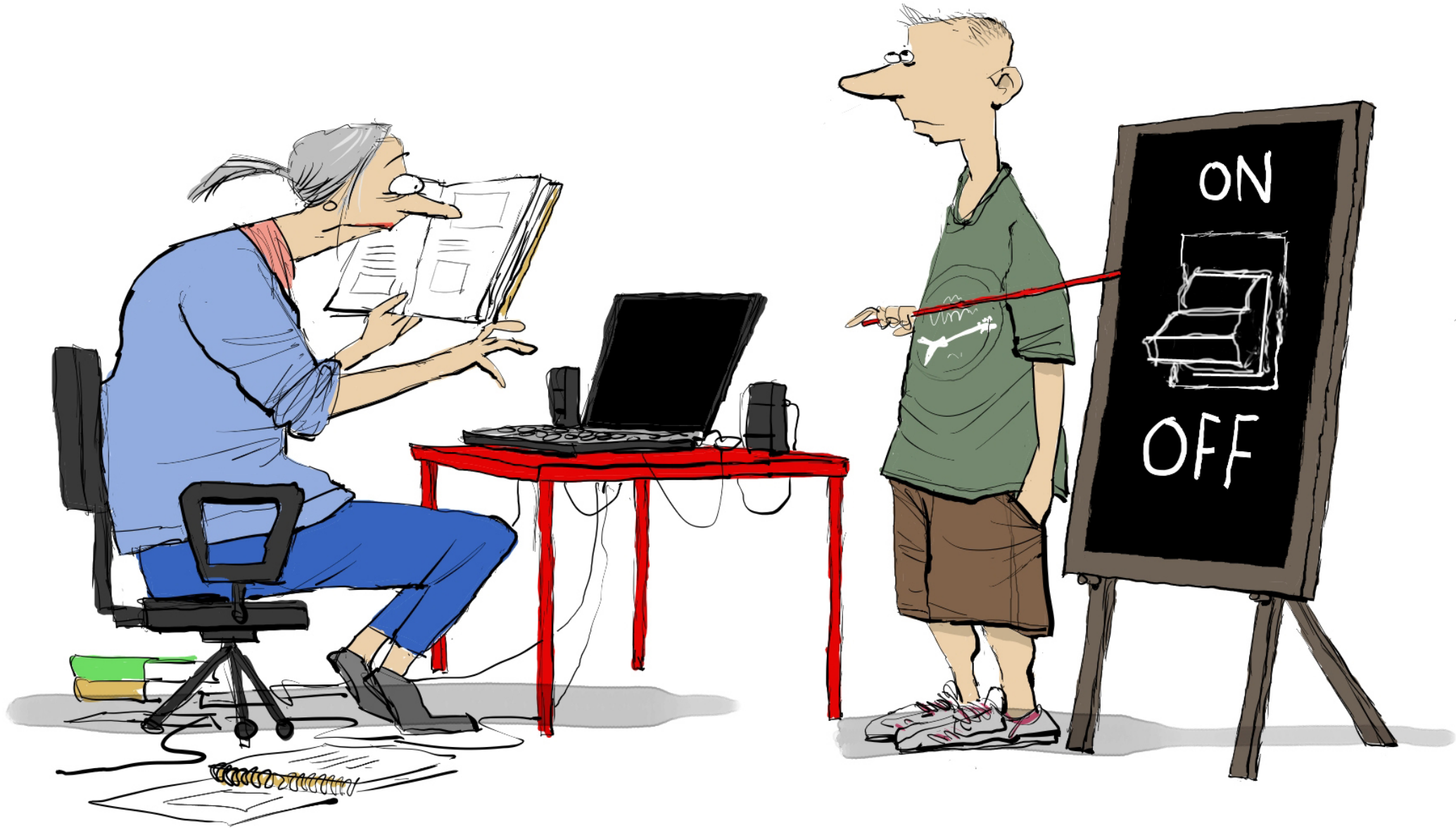




Fertility Rates

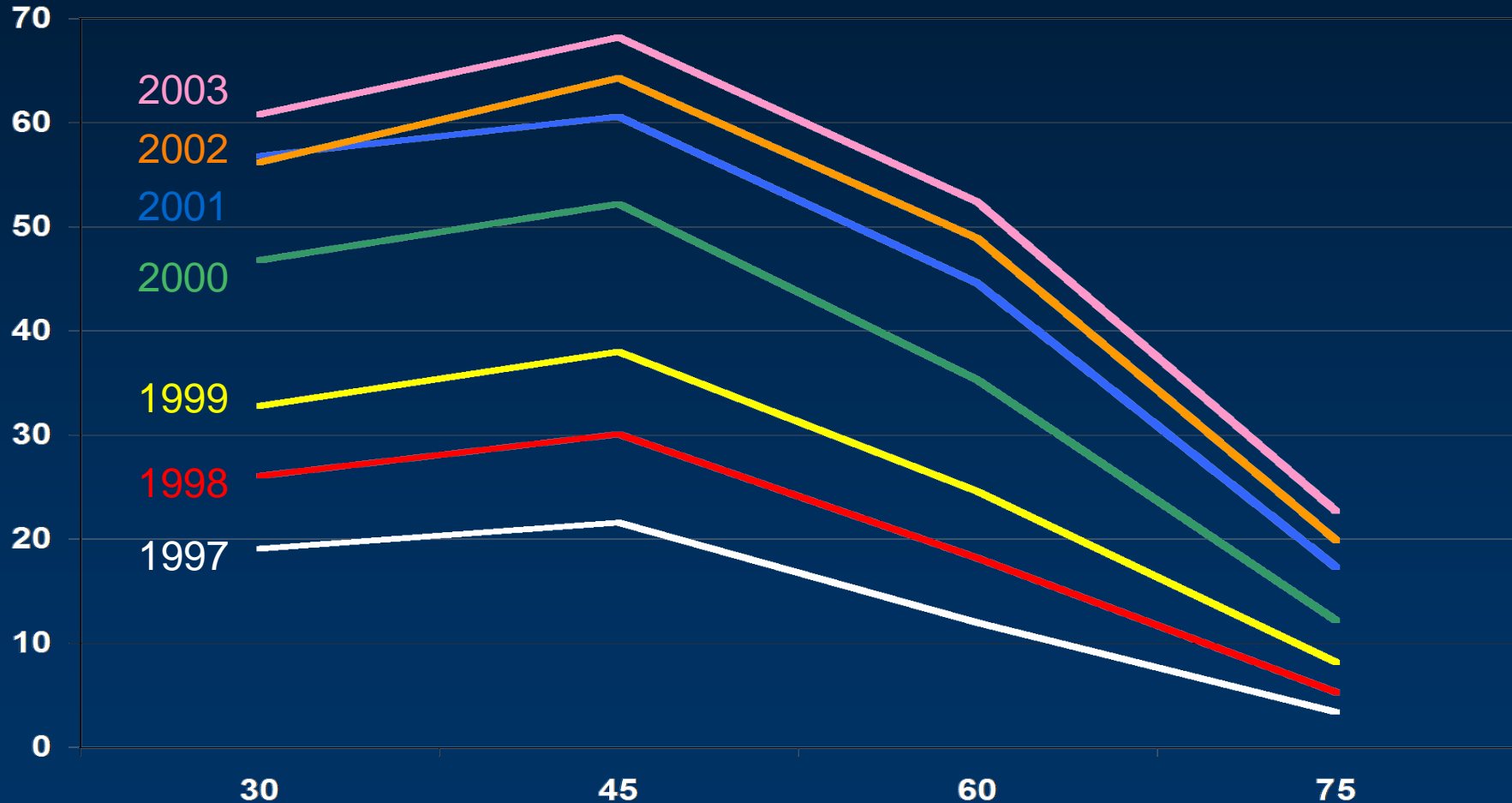
1946-2011 (children per woman)





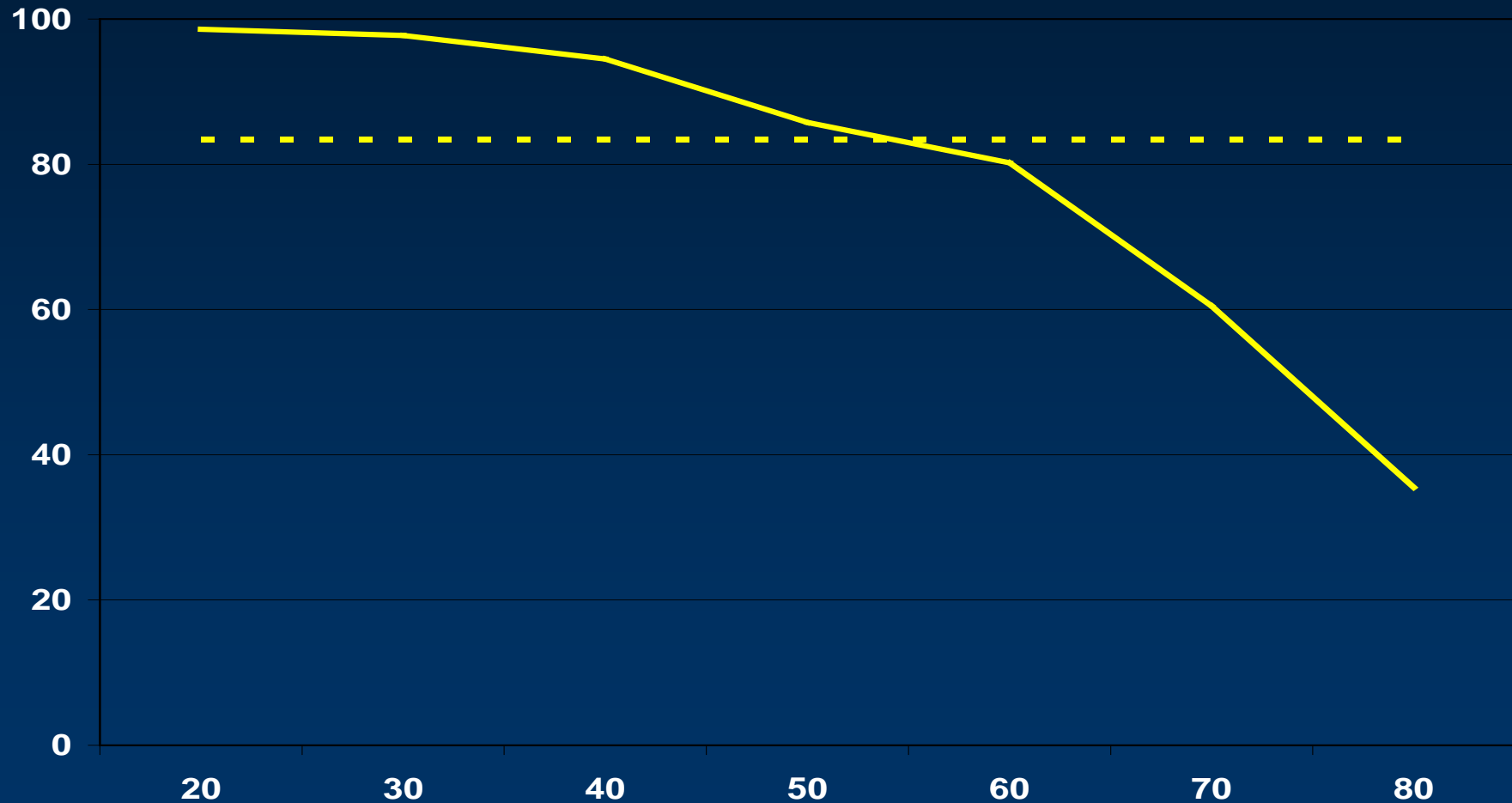
Household Internet Use

Canada, 1997 to 2003 (%)



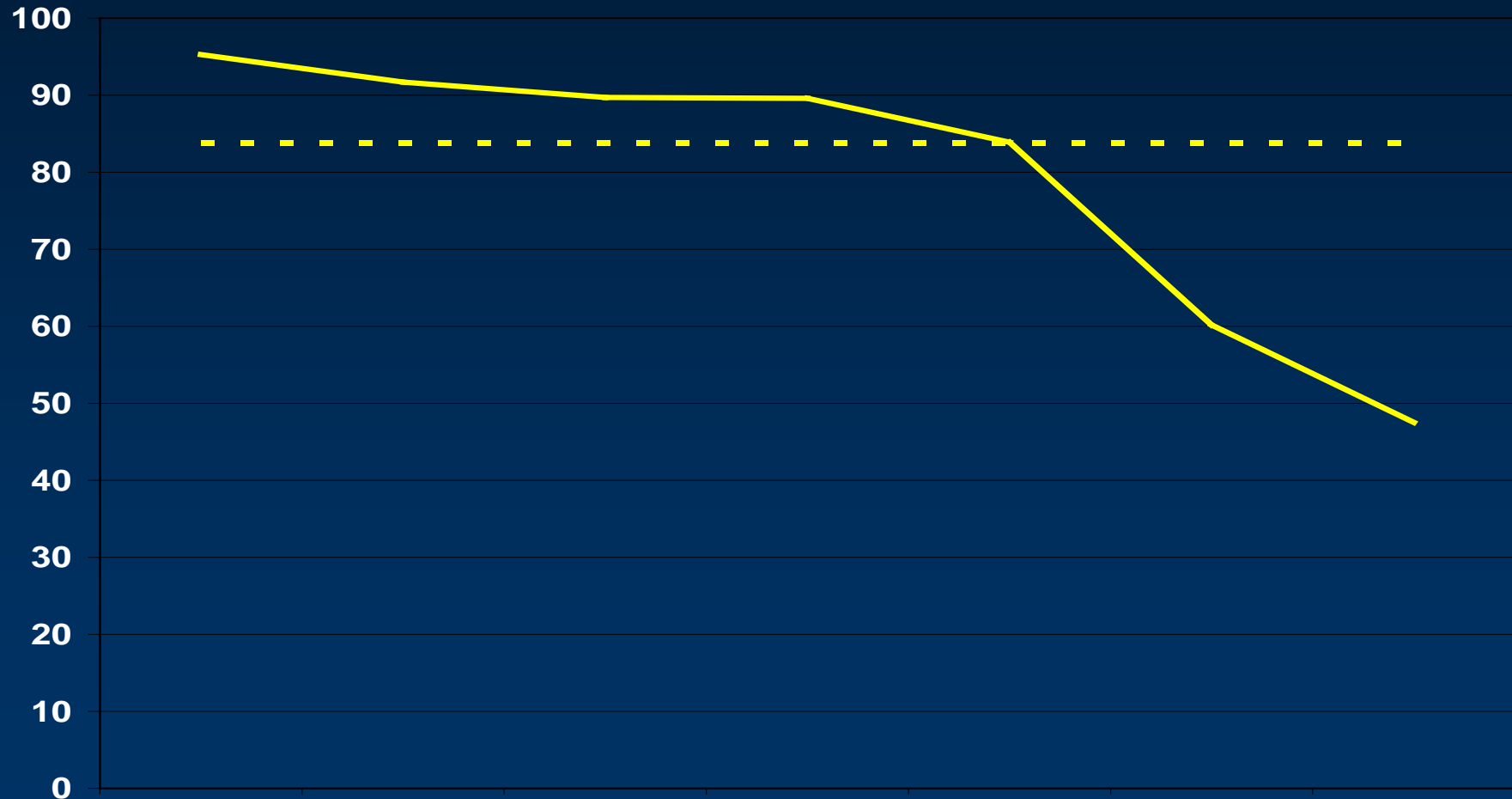
Utilisation d'Internet

Canada, 2012 (%)



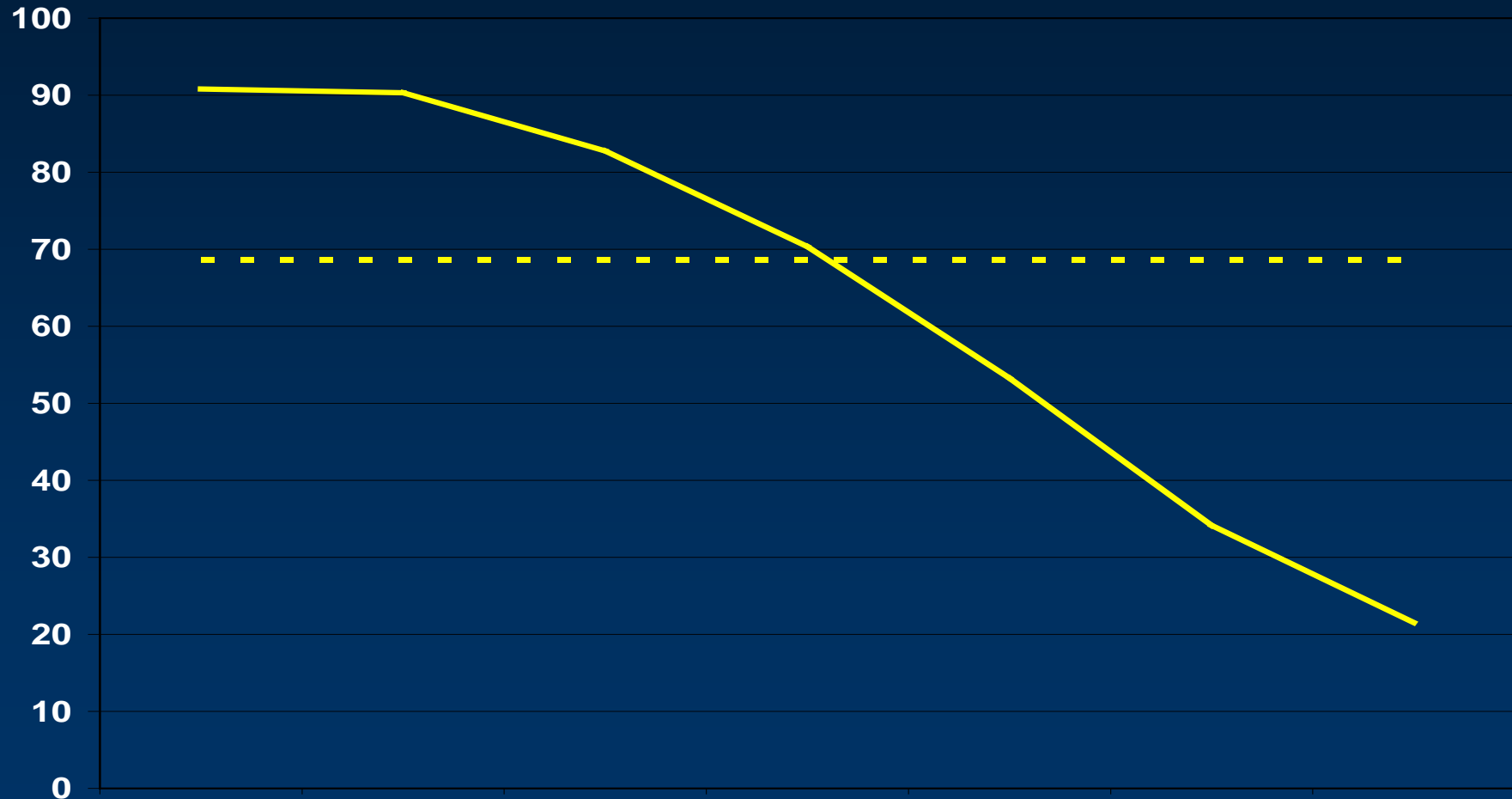
Internet Use

USA, 2014 (%)



Mobile Internet Use

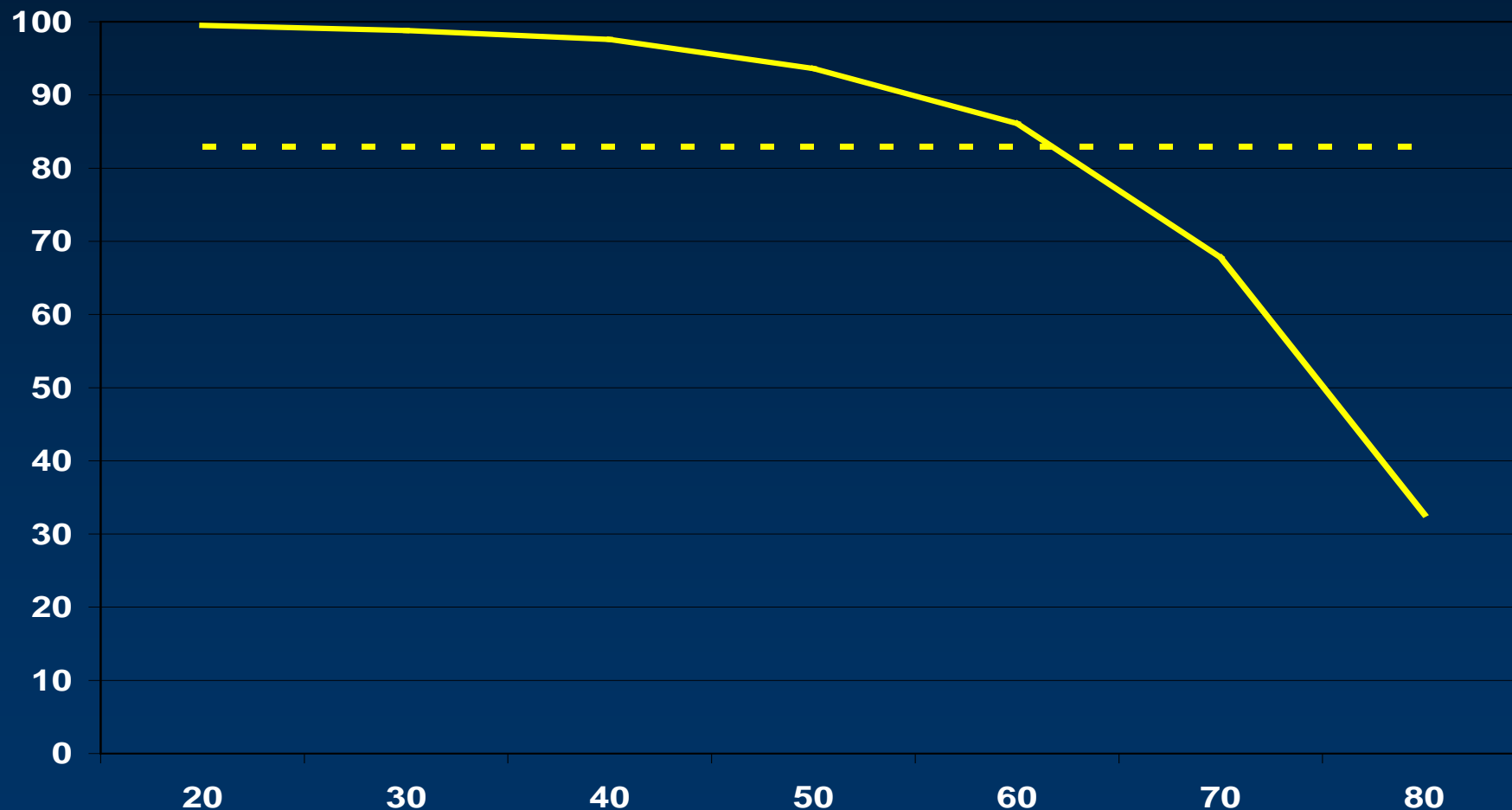
USA, 2014 (%)





Internet Use

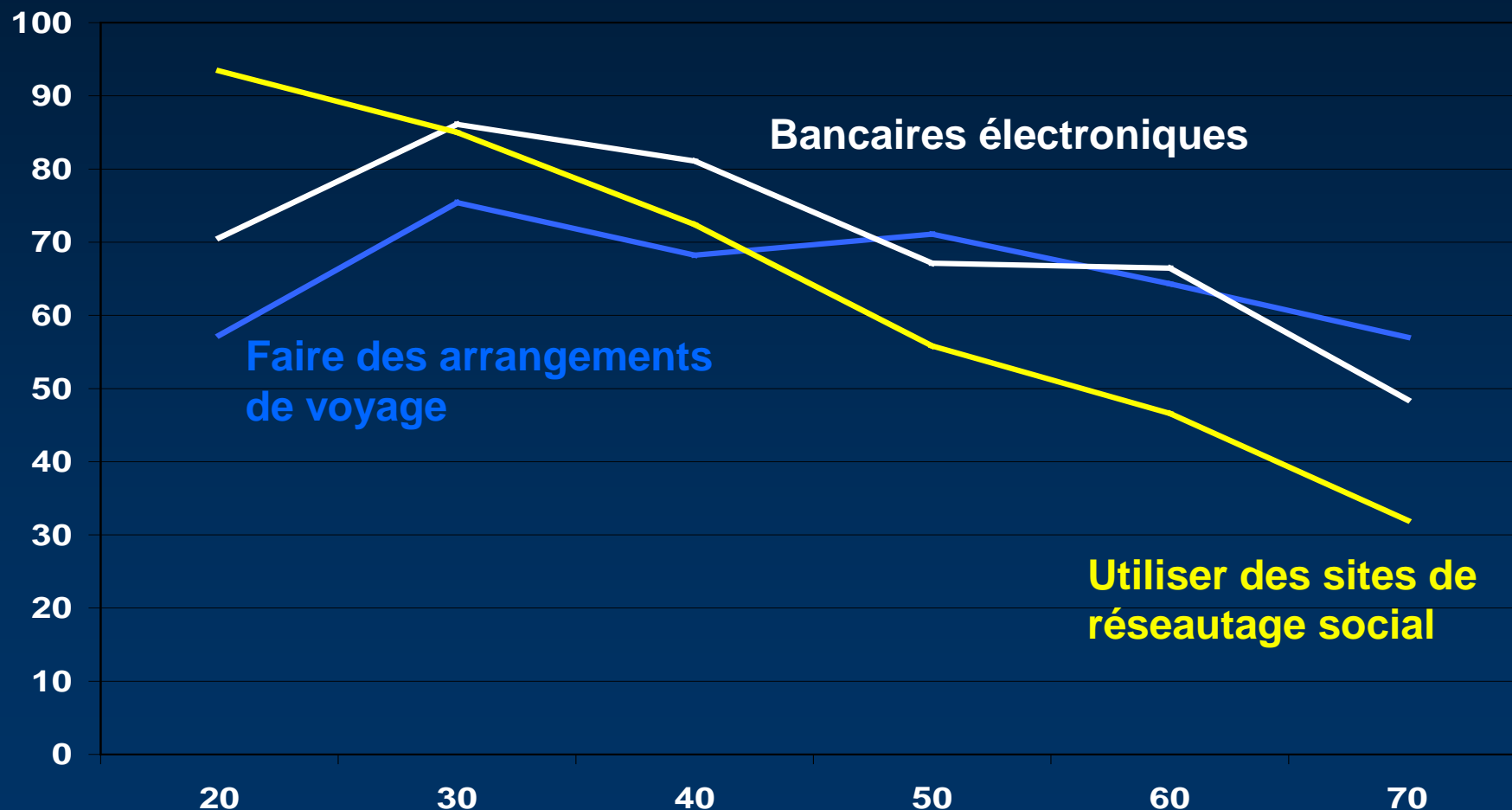
U.K., 2013 (%)





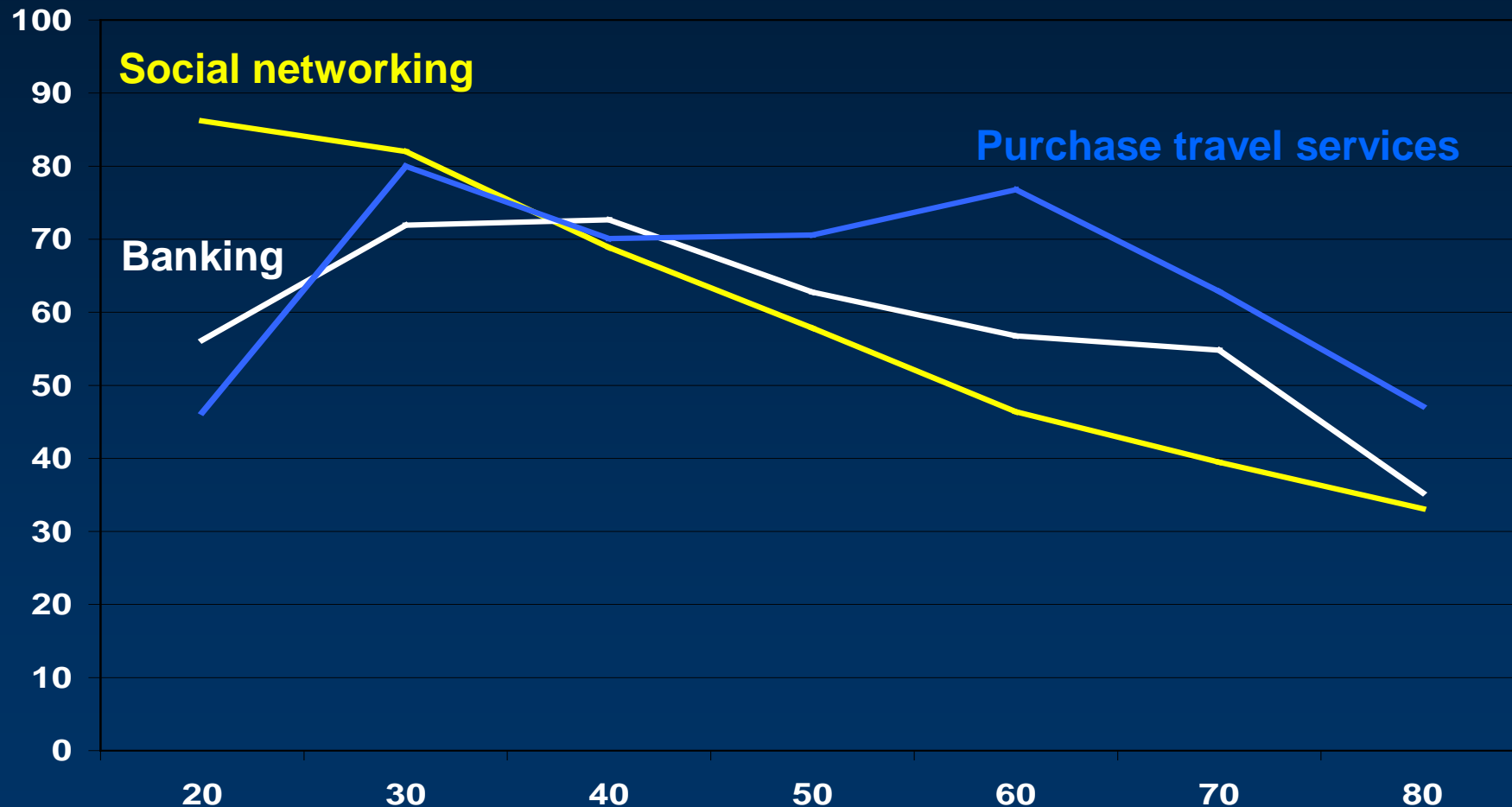
Utilisation d'Internet

Canada, 2012 (%)



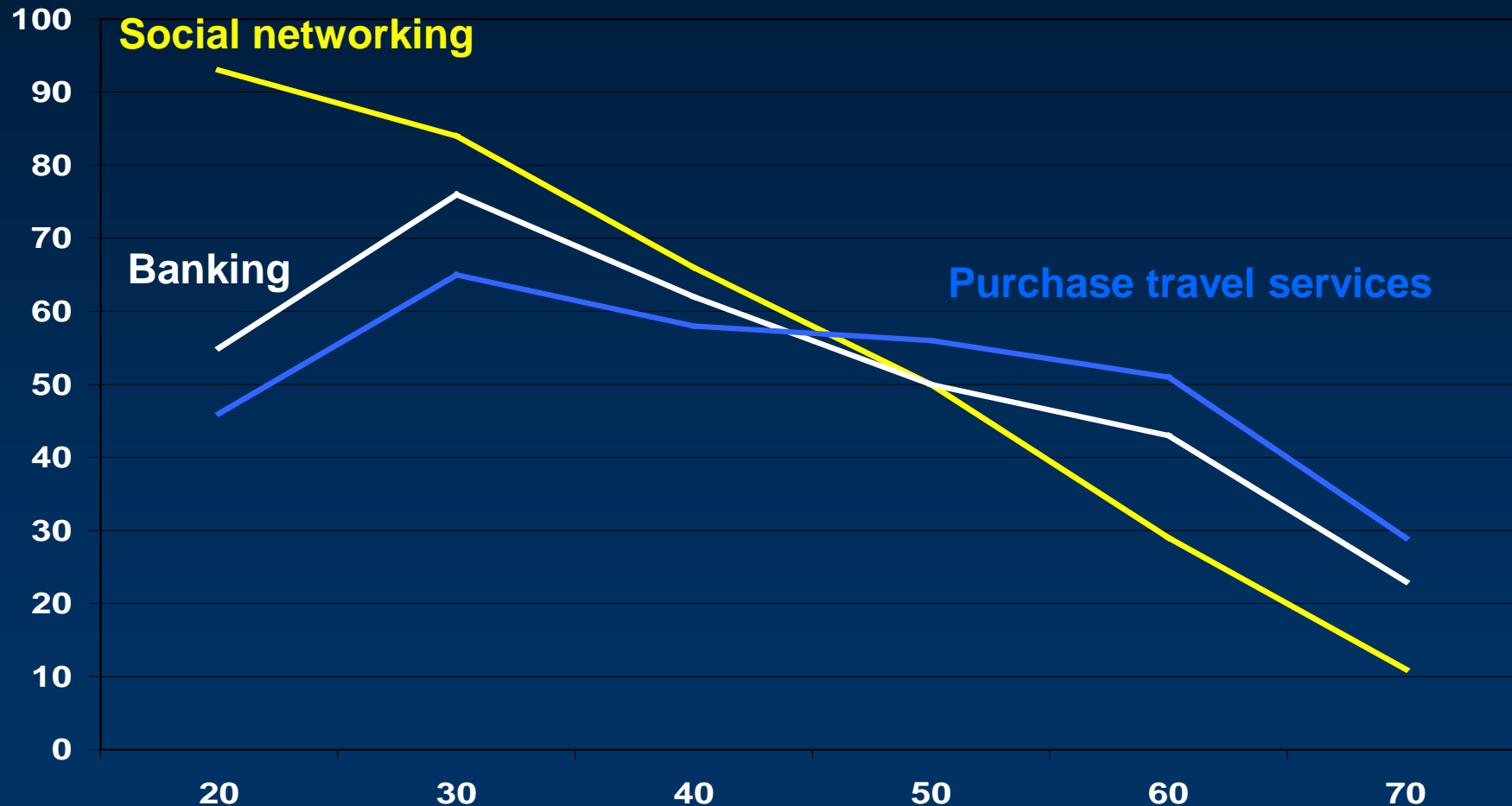
Internet Use

USA, 2011 (%)



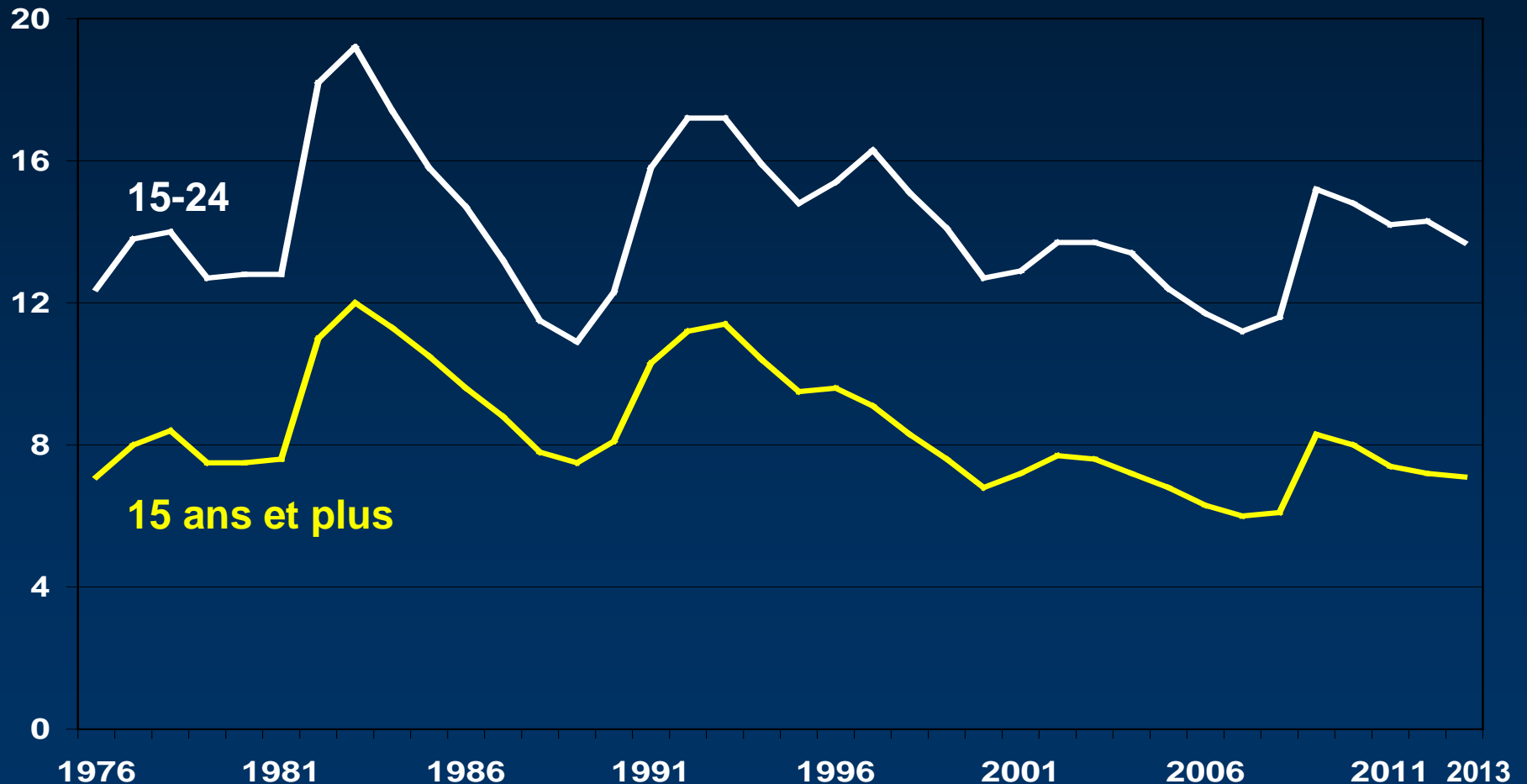
Internet Use

U.K., 2013 (%)



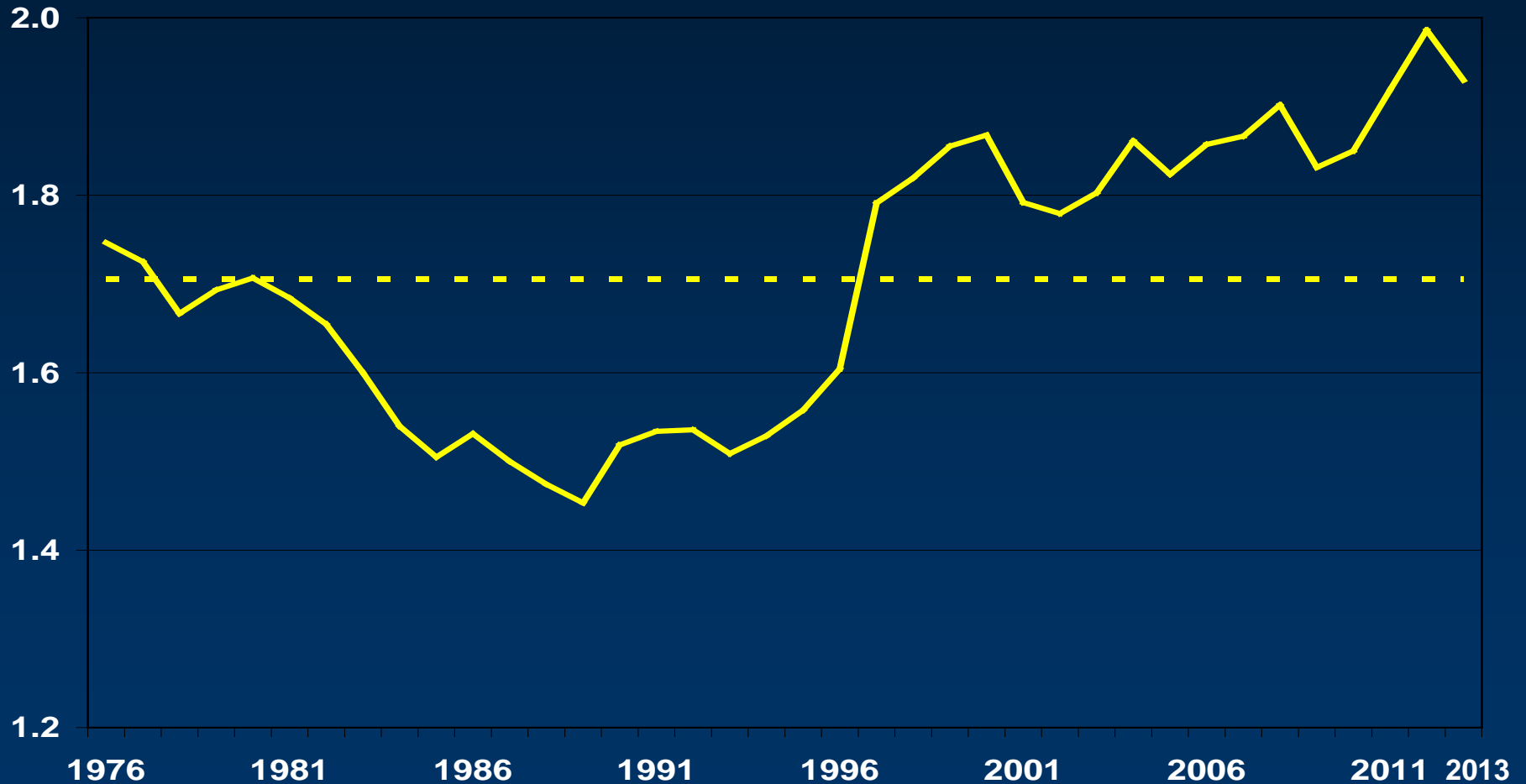
Taux de chômage

Canada, 1976 - 2013 (%)



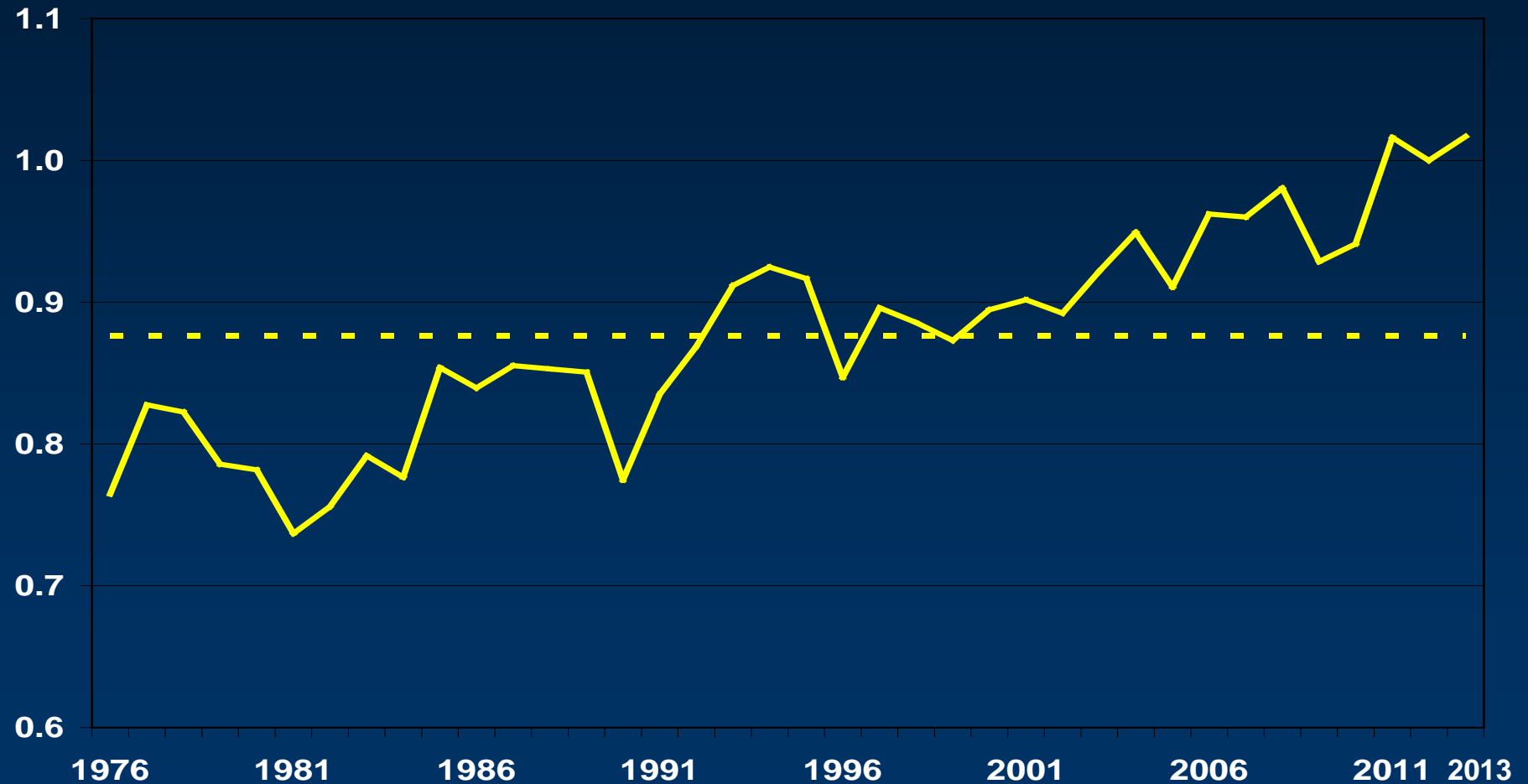
Unemployment Ratio

Canada, 15-24: 25+



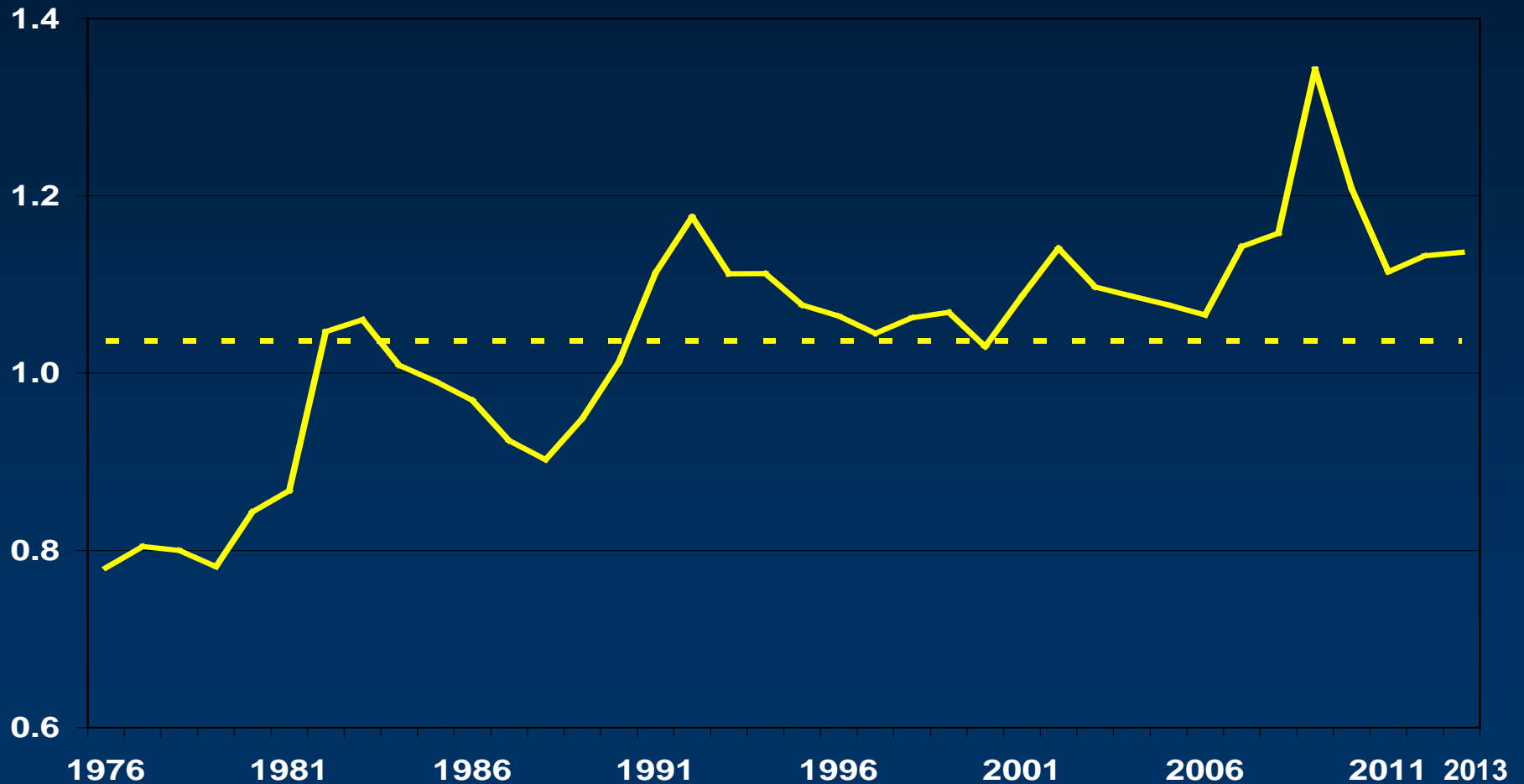
Ratio de chômage

Canada, 55+: 25+



Ratio de chômage

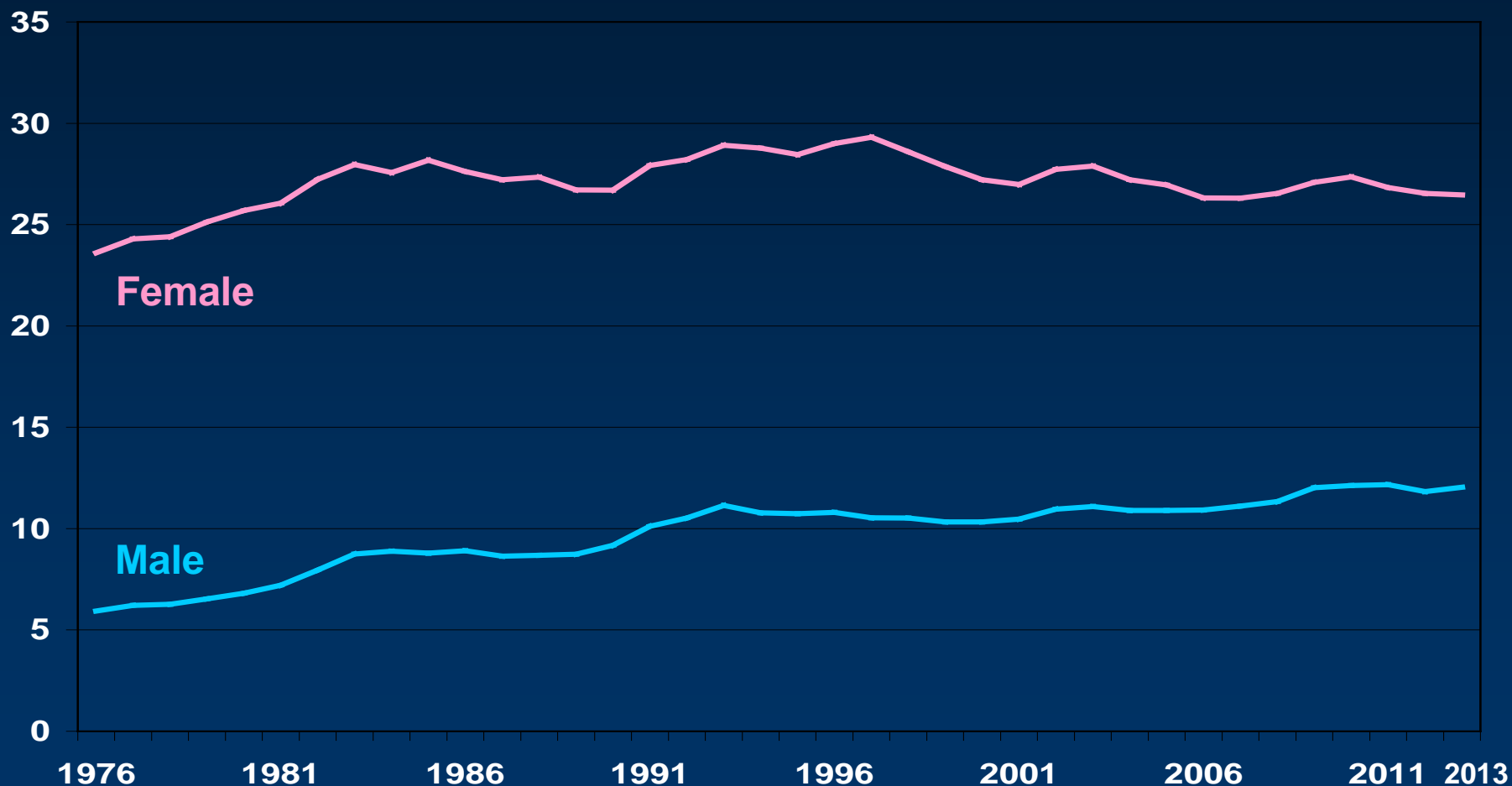
Canada, Hommes: Femmes





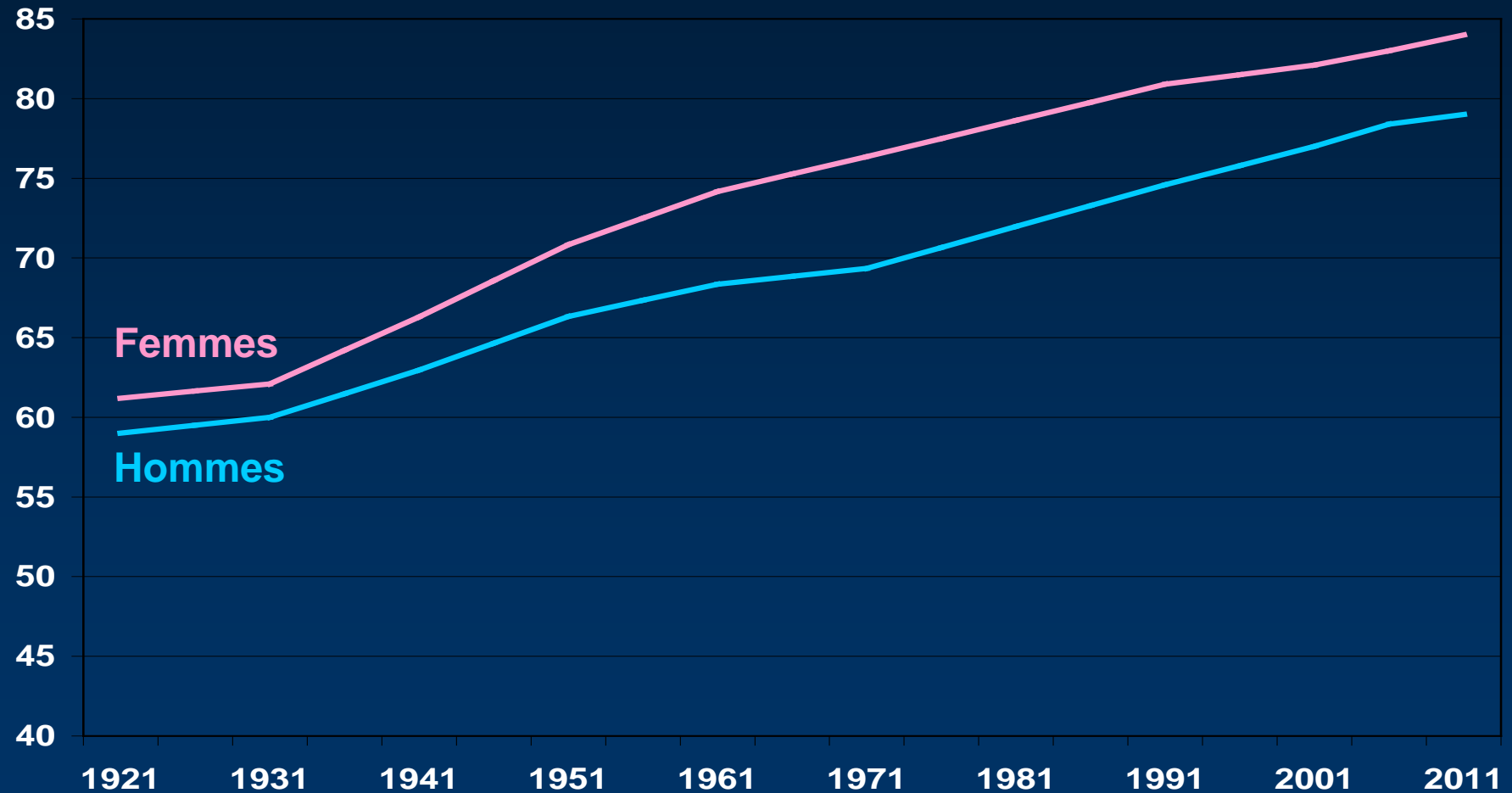
Part-time Employment

Canada, 1976 - 2013 (% of employment)



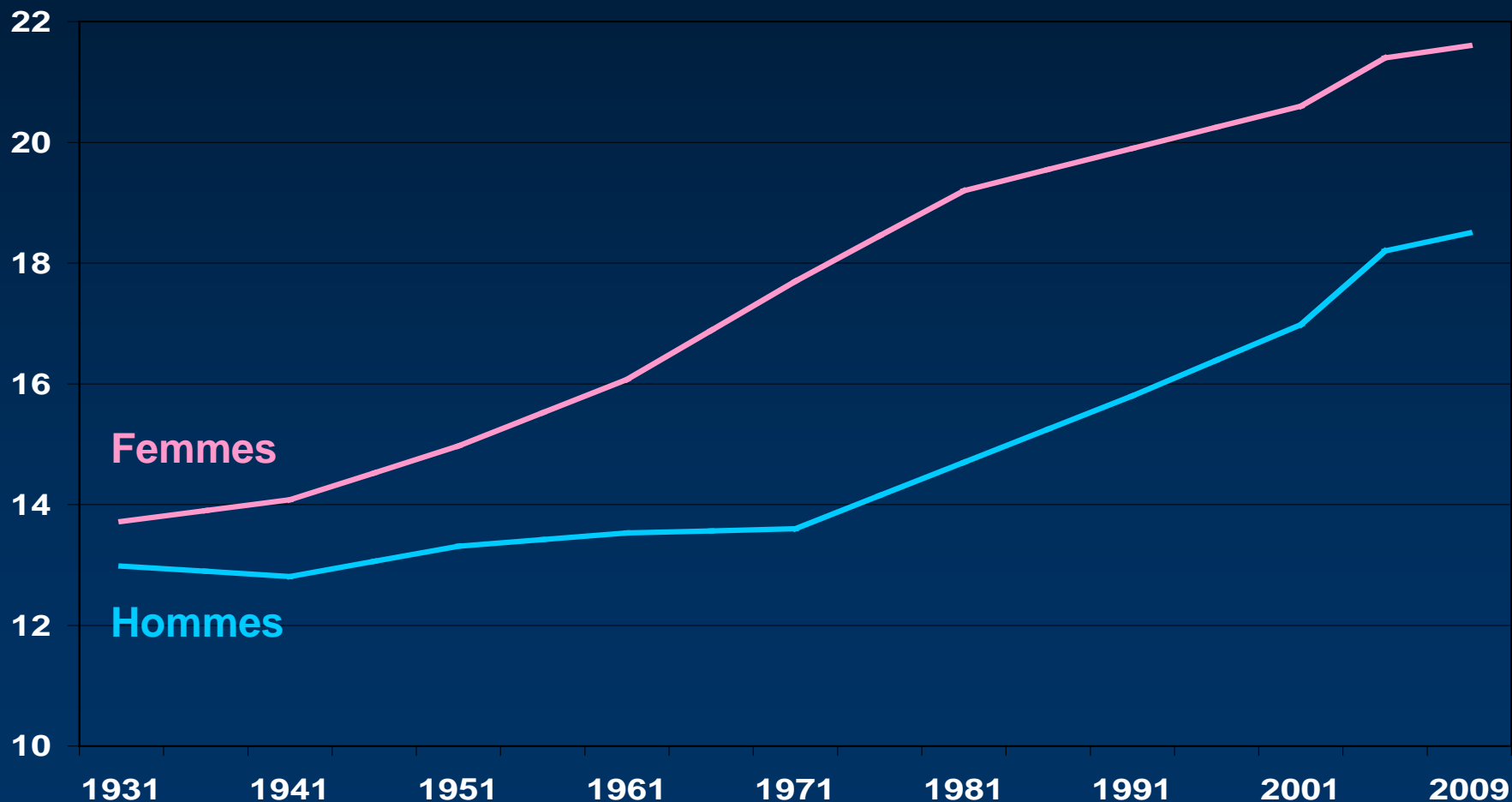
Espérance de vie

Canada, 1921 - 2011 (année)



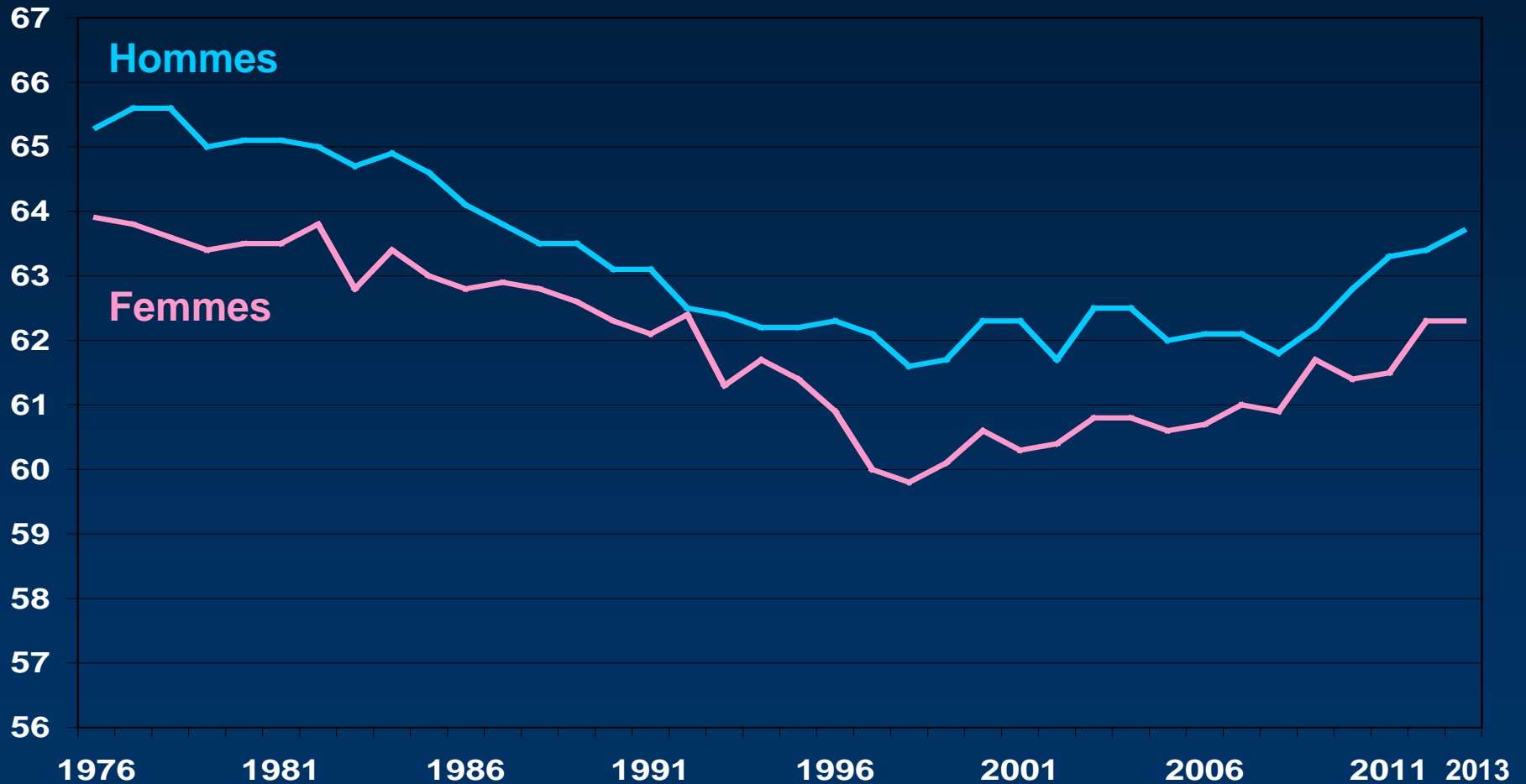
Espérance de vie à 65 ans

Canada, 1931-2009 (année)



Âge à la retraite

Canada, 1976 - 2013 (âge)

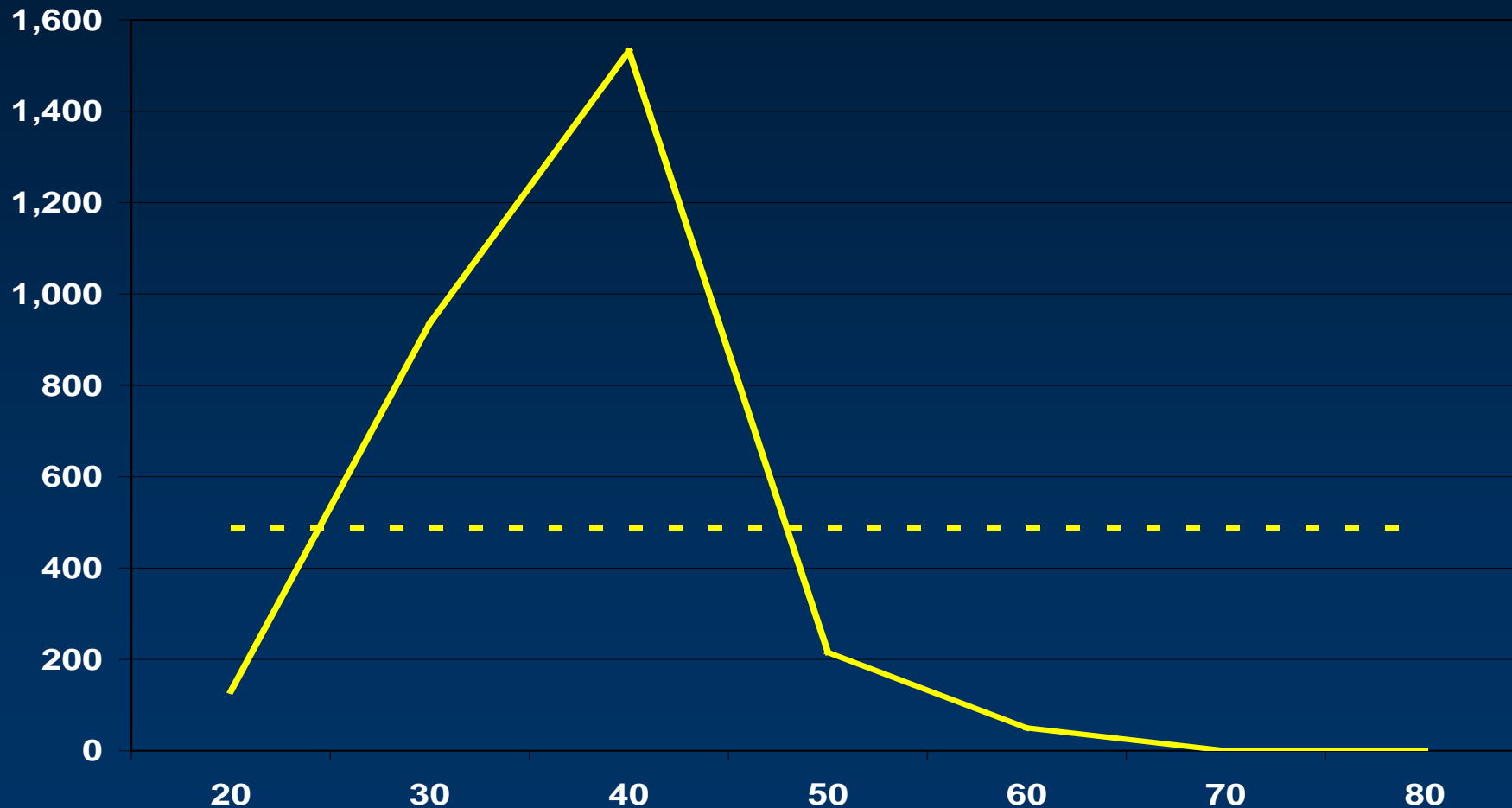




Gen
X

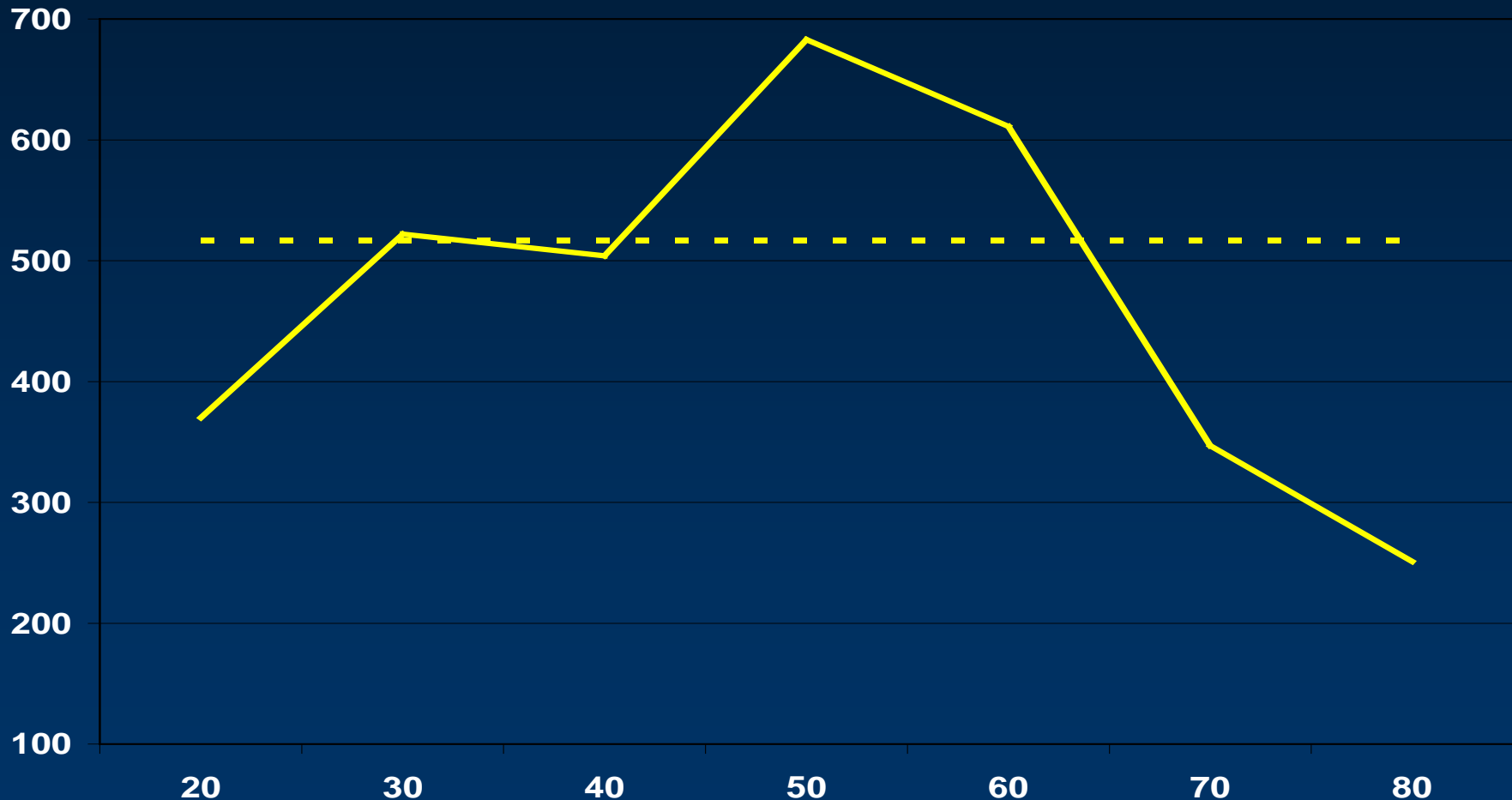
Frais de garde d'enfants

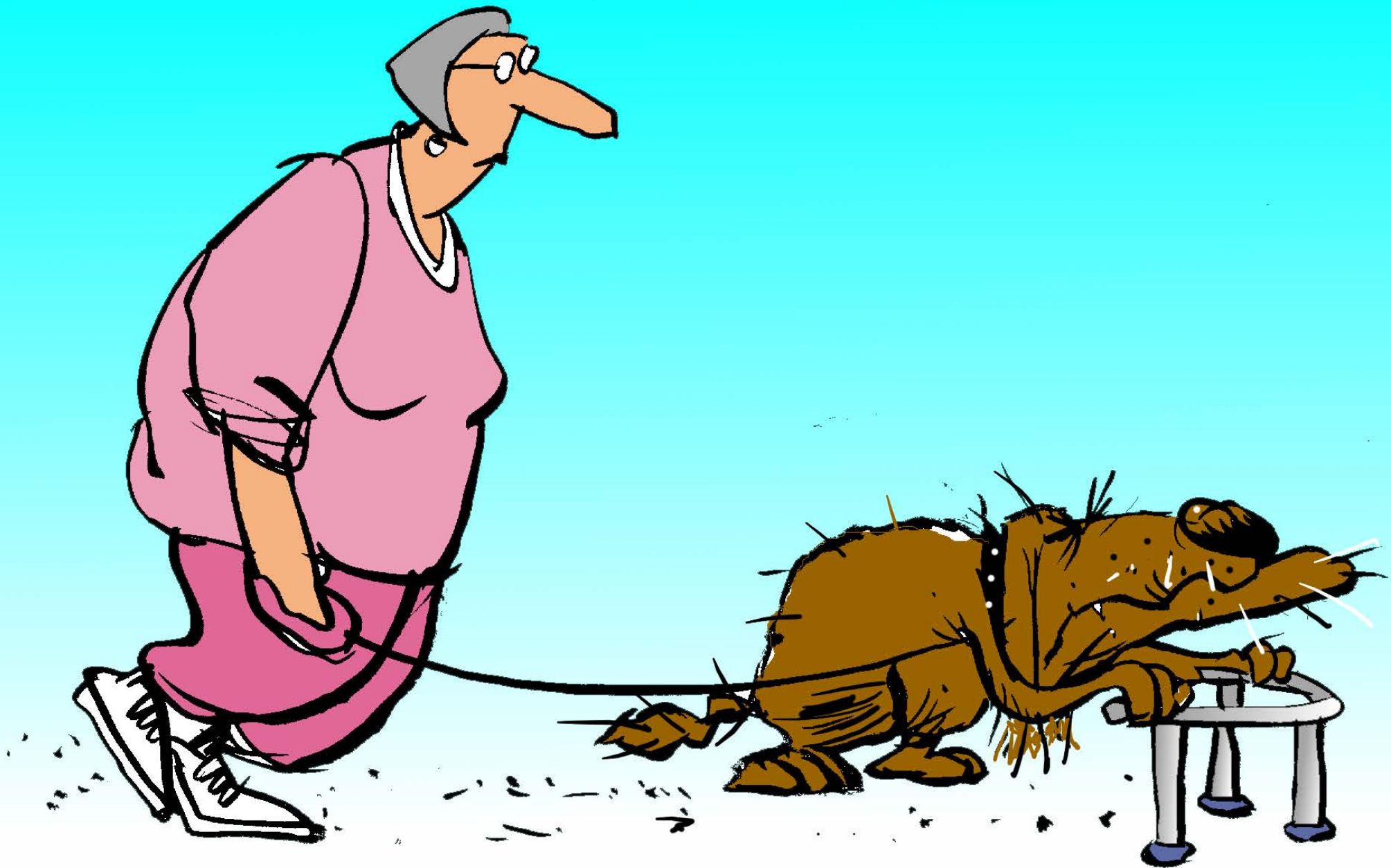
Canada, 2012 (\$/année)



Soins des animaux familiers

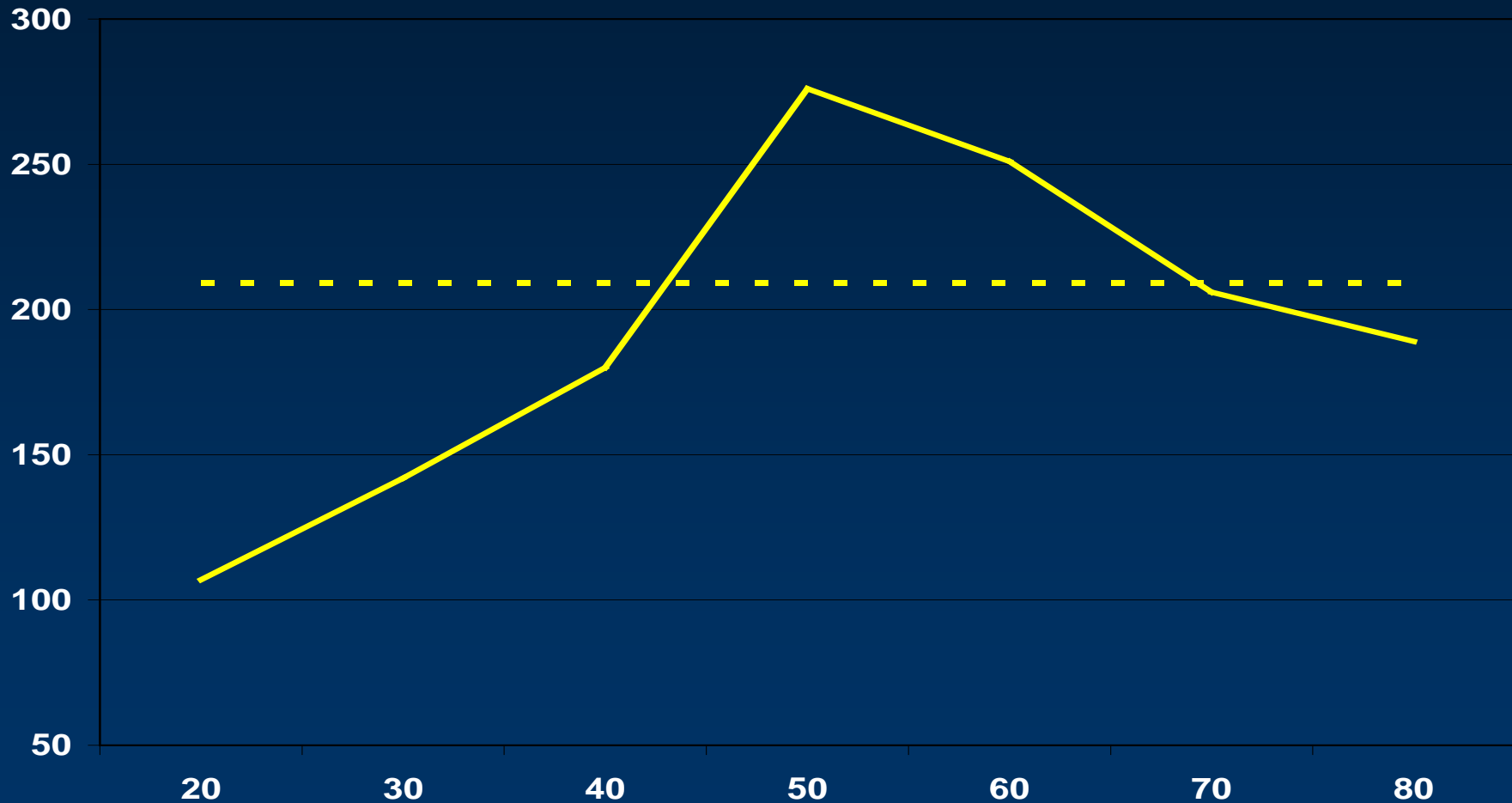
Canada, 2012 (\$/année)





Eye Care

Canada, 2012 (\$/year)

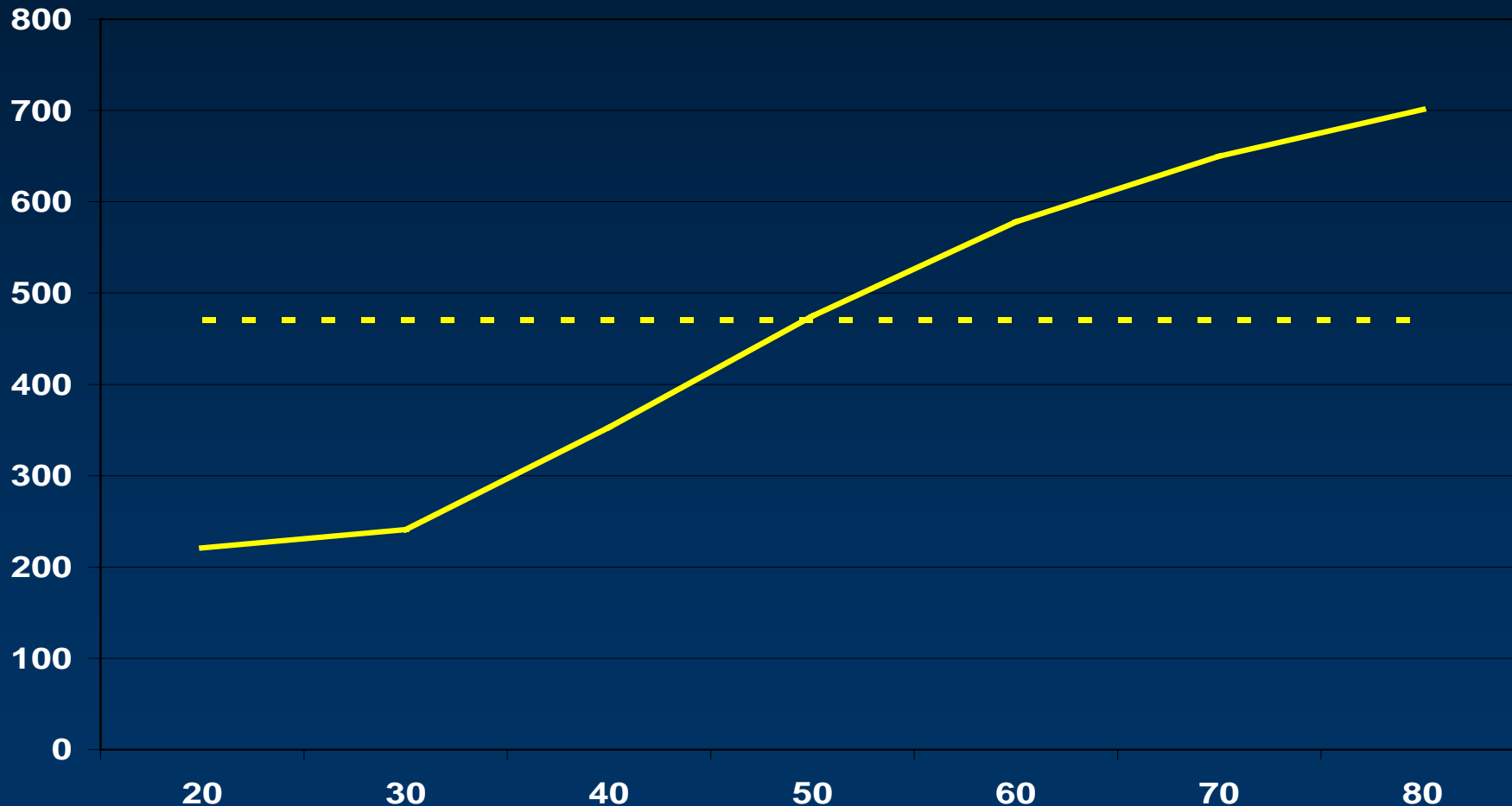




B
OOM
BUST&ECHO
HOW TO PROFIT FROM THE
COMING DEMOGRAPHIC SHIFT

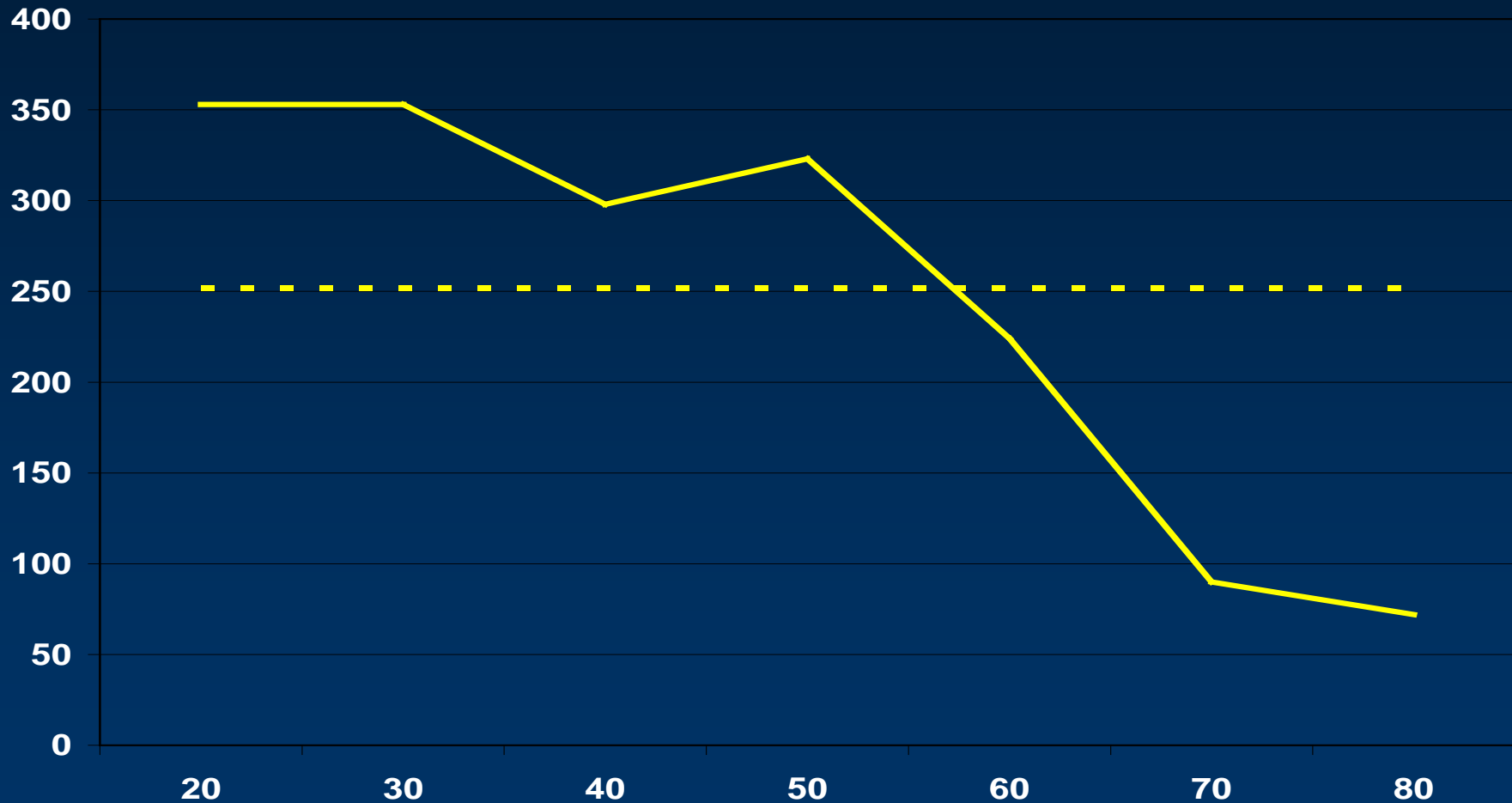
Produits pharmaceutiques

Canada, 2012 (\$/année)



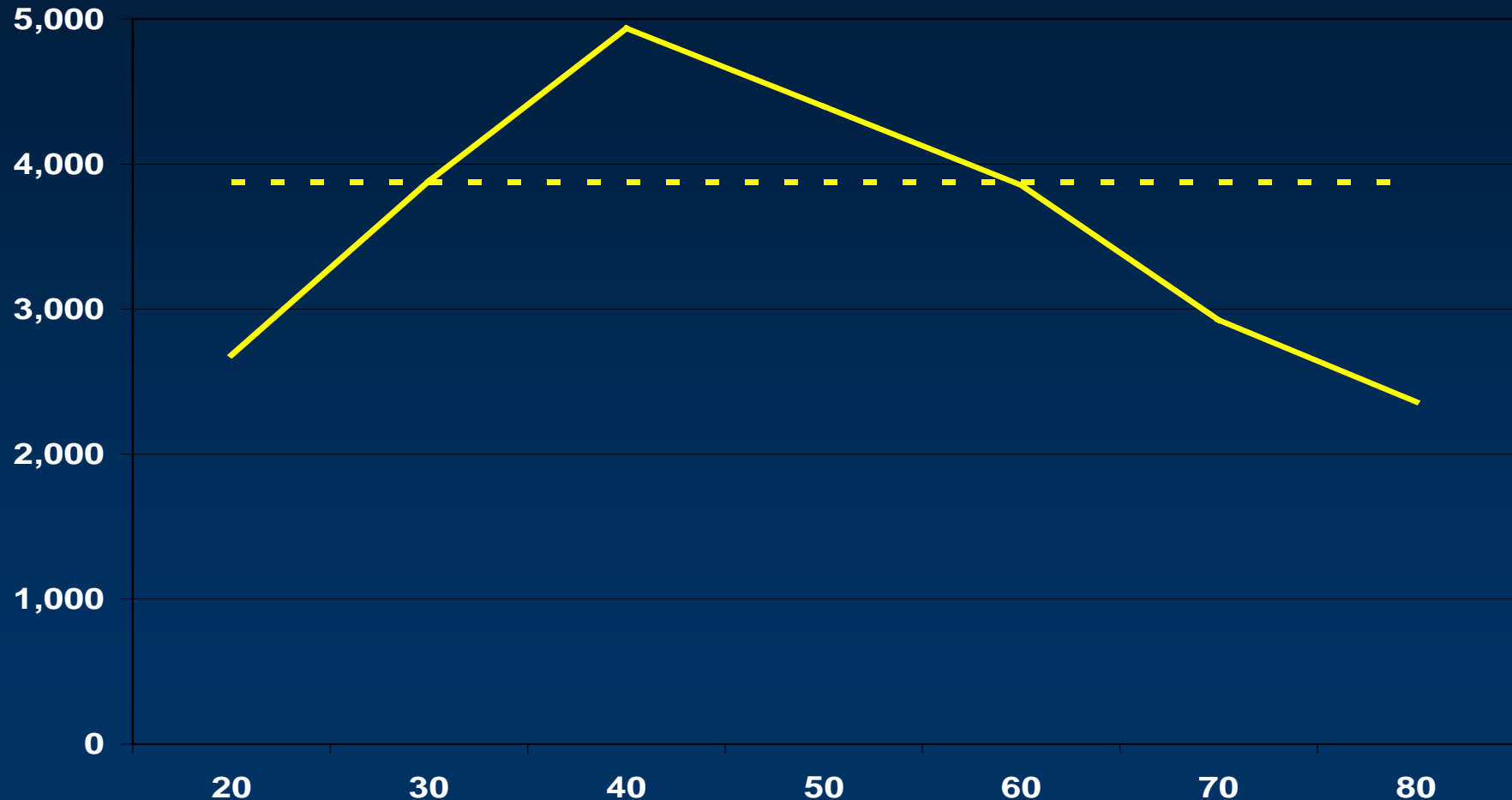
Bus & Subway

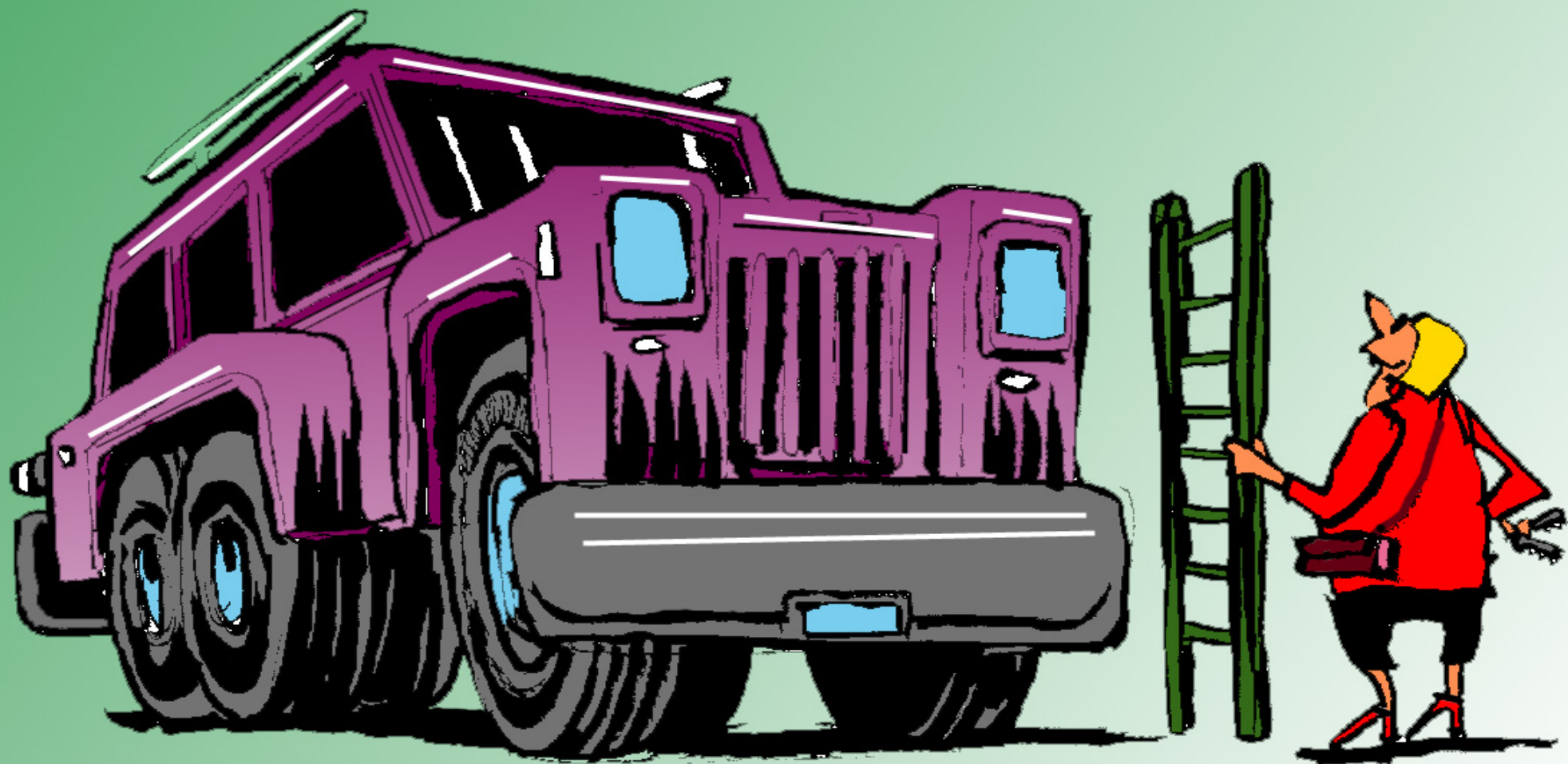
Canada, 2012 (\$/year)



Vehicle Purchase

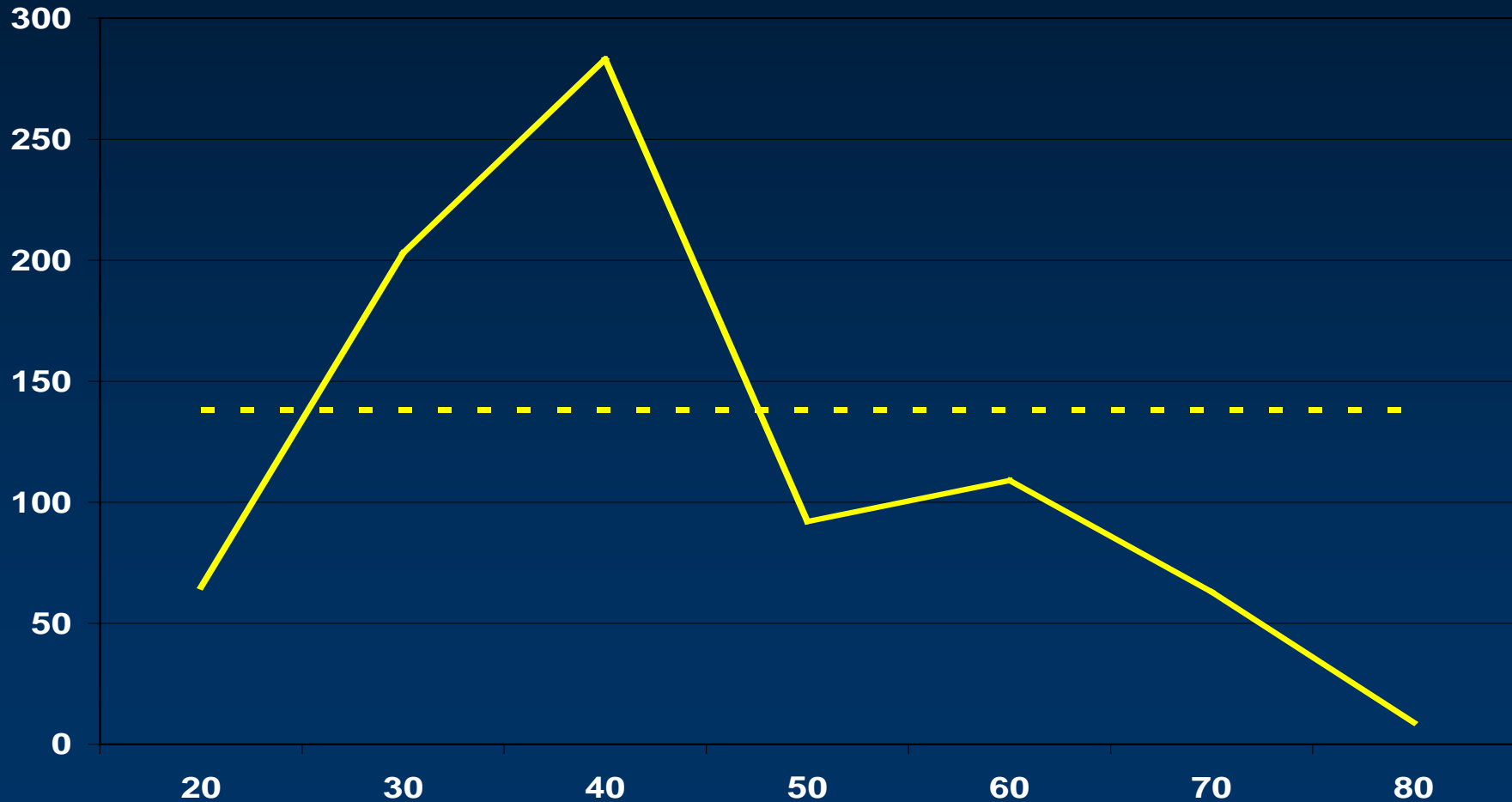
Canada, 2012 (\$/year)





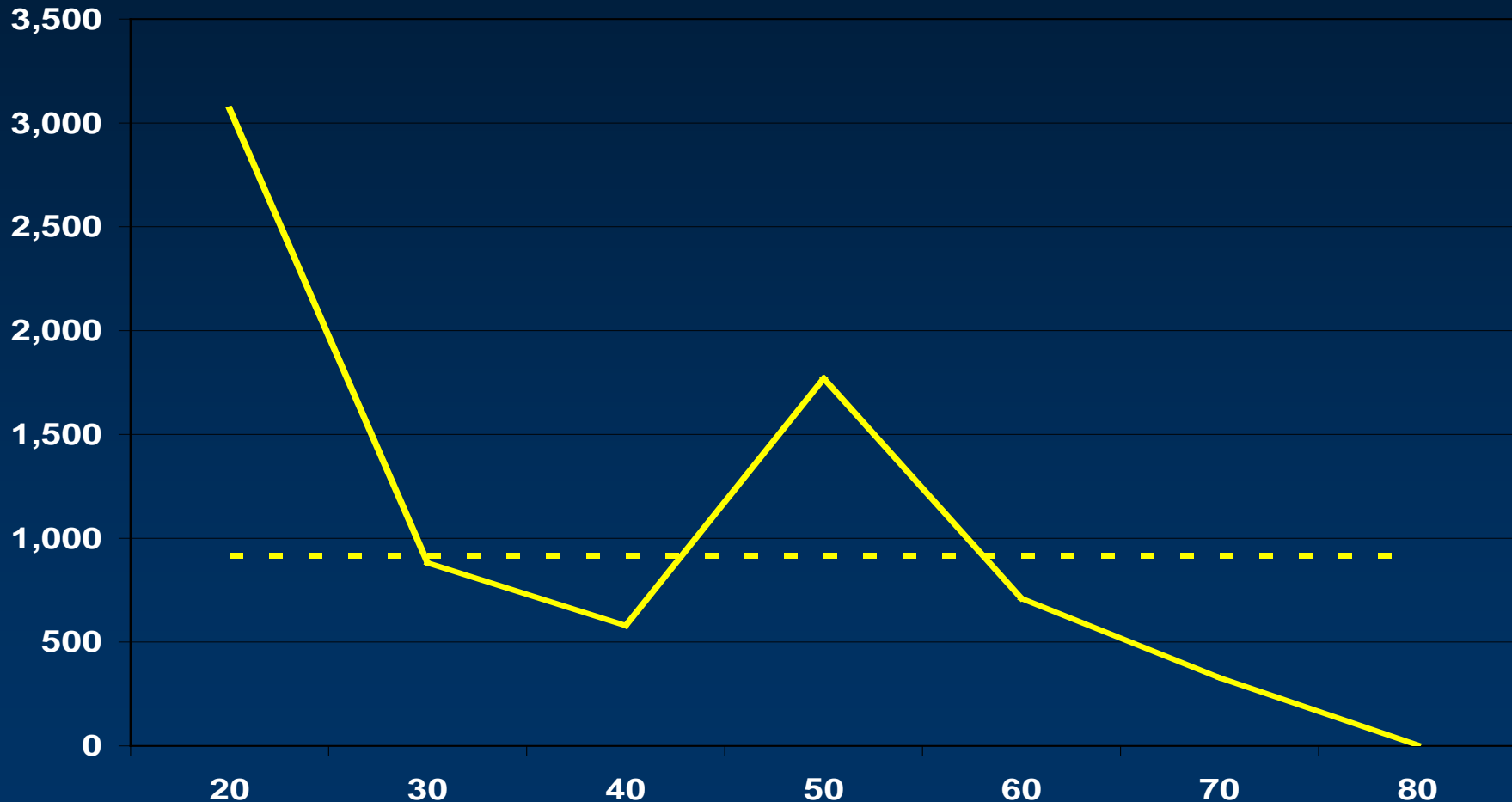
Jouets

Canada, 2012 (\$/année)



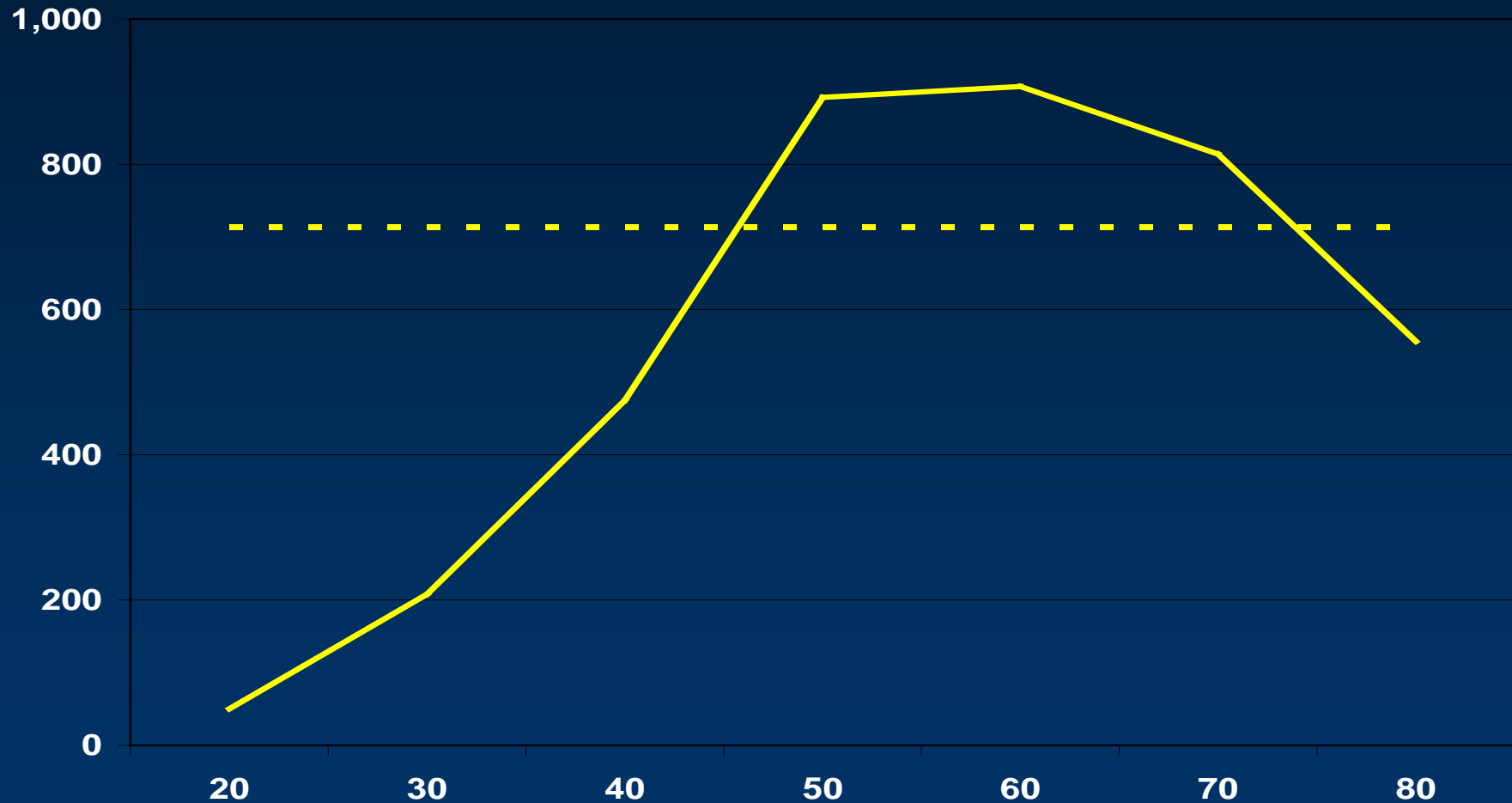
Études postsecondaires

Canada, 2012 (\$/année)



Vacation Home

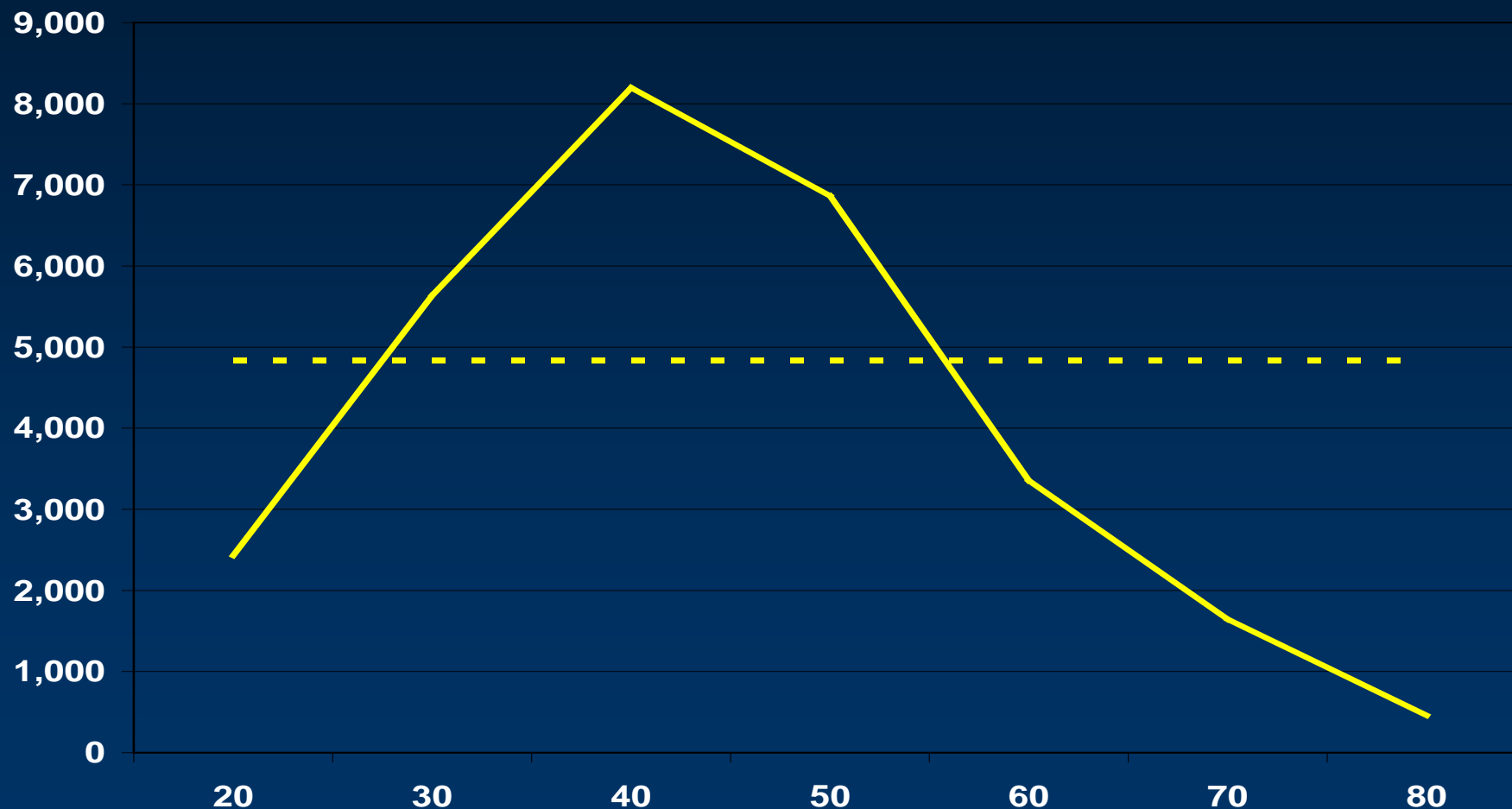
Canada, 2012 (\$/year)





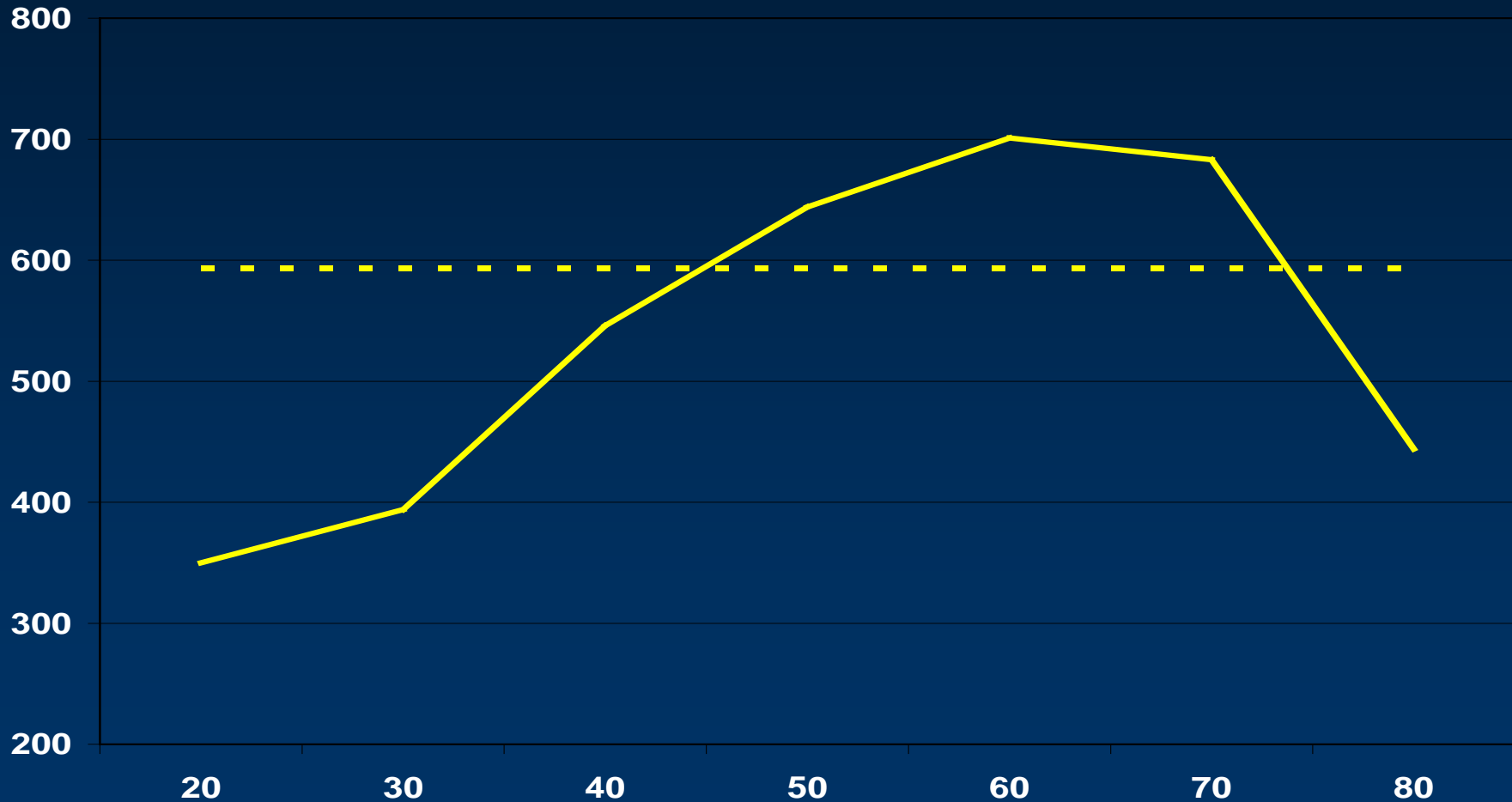
Mortgage Payments

Canada, 2012 (\$/year)



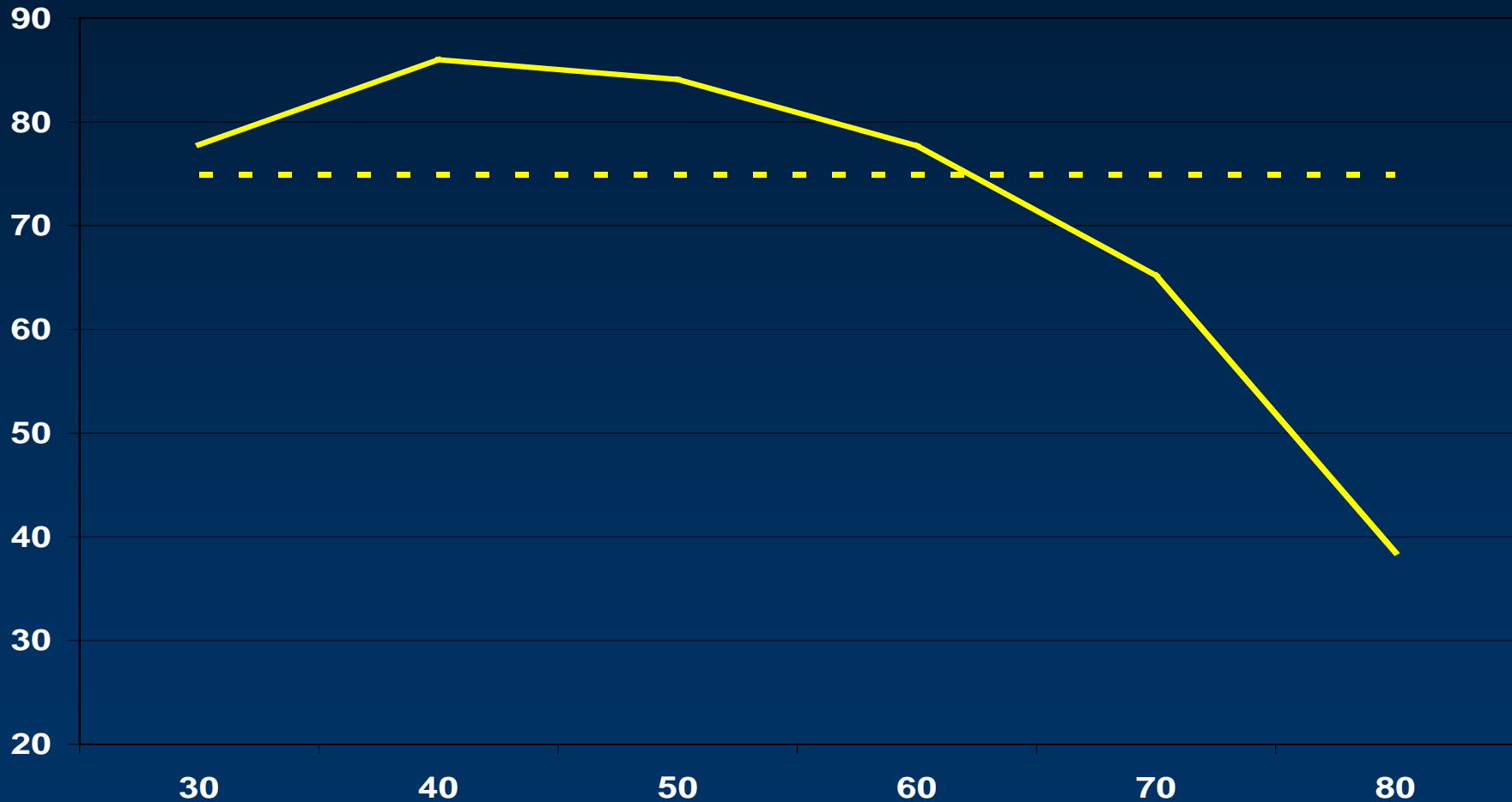
Financial Services

Canada, 2012 (\$/year)



Debt

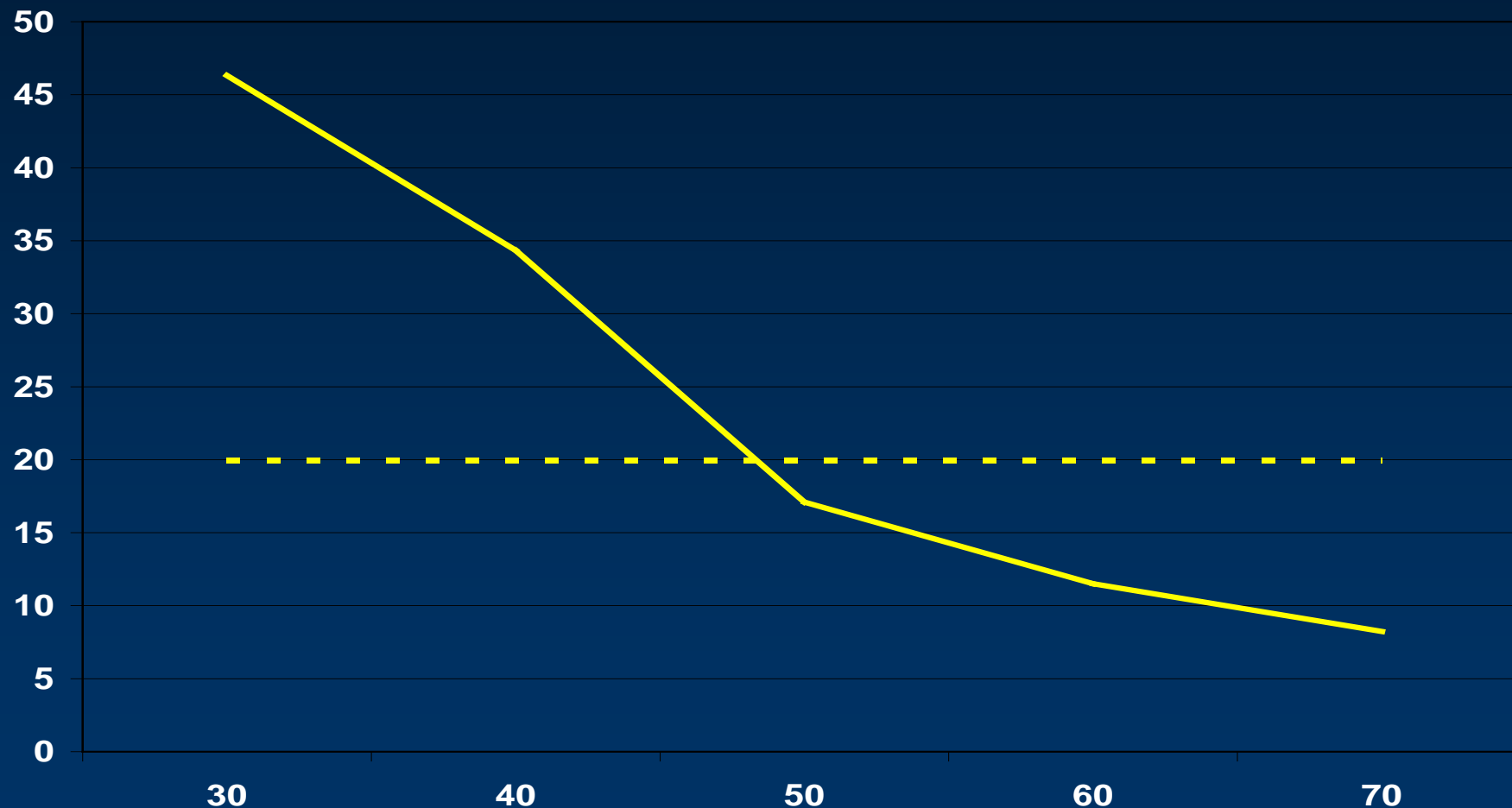
United States, 2010 (%)





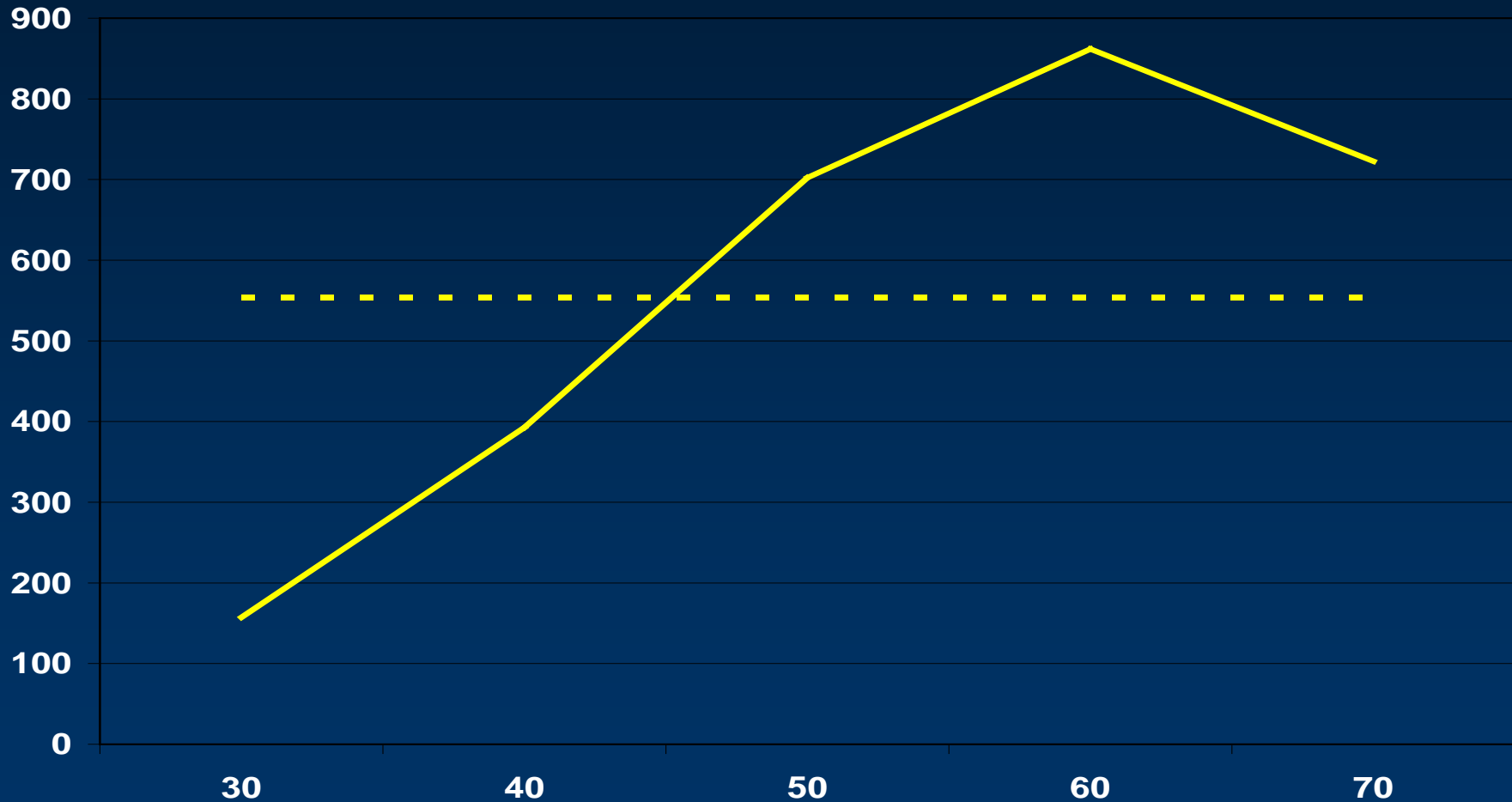
Ratio dettes-actif

Canada, 2012 (par \$100)



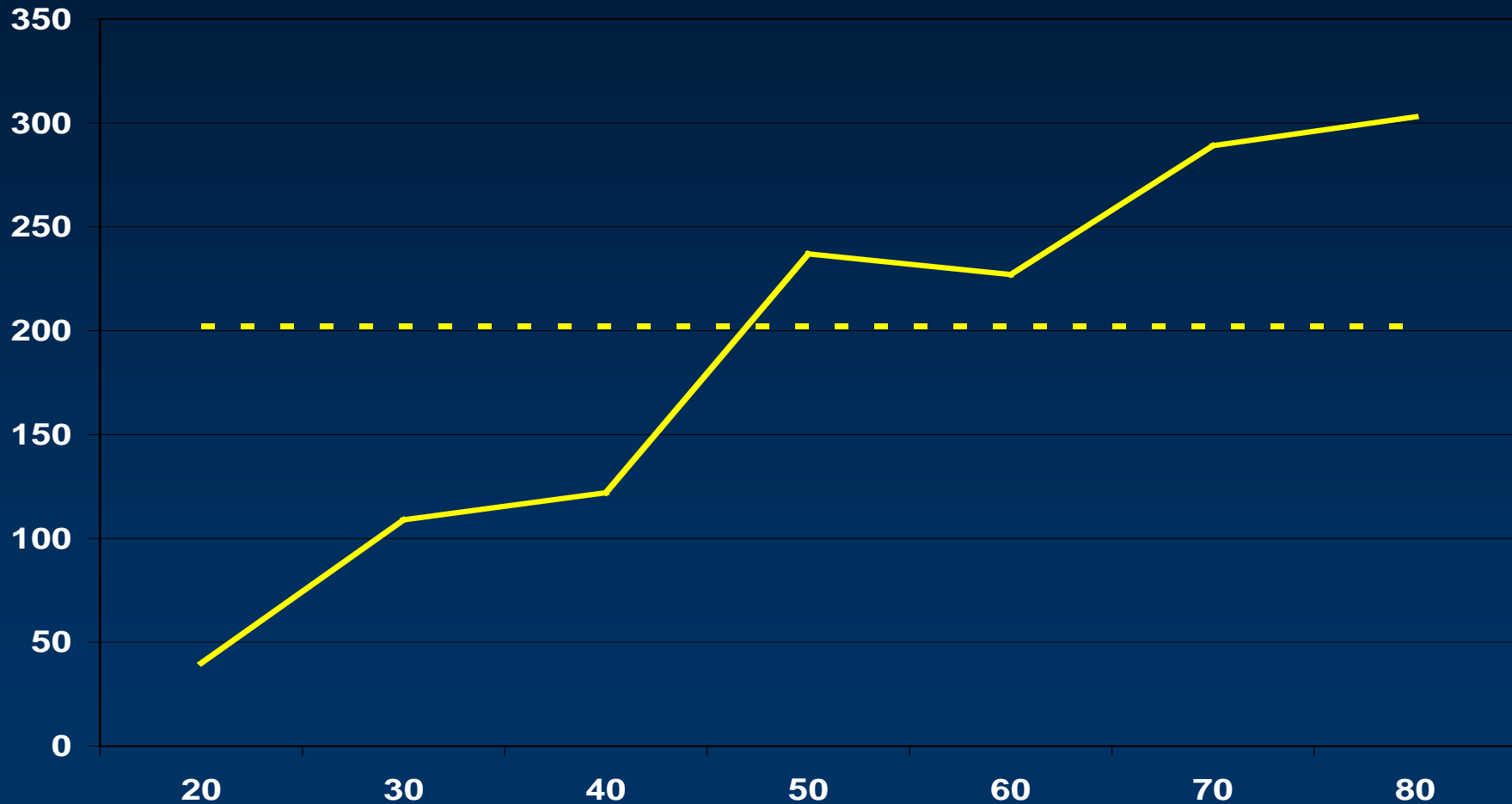
Net Worth

Canada, 2012 (\$ 1,000s)



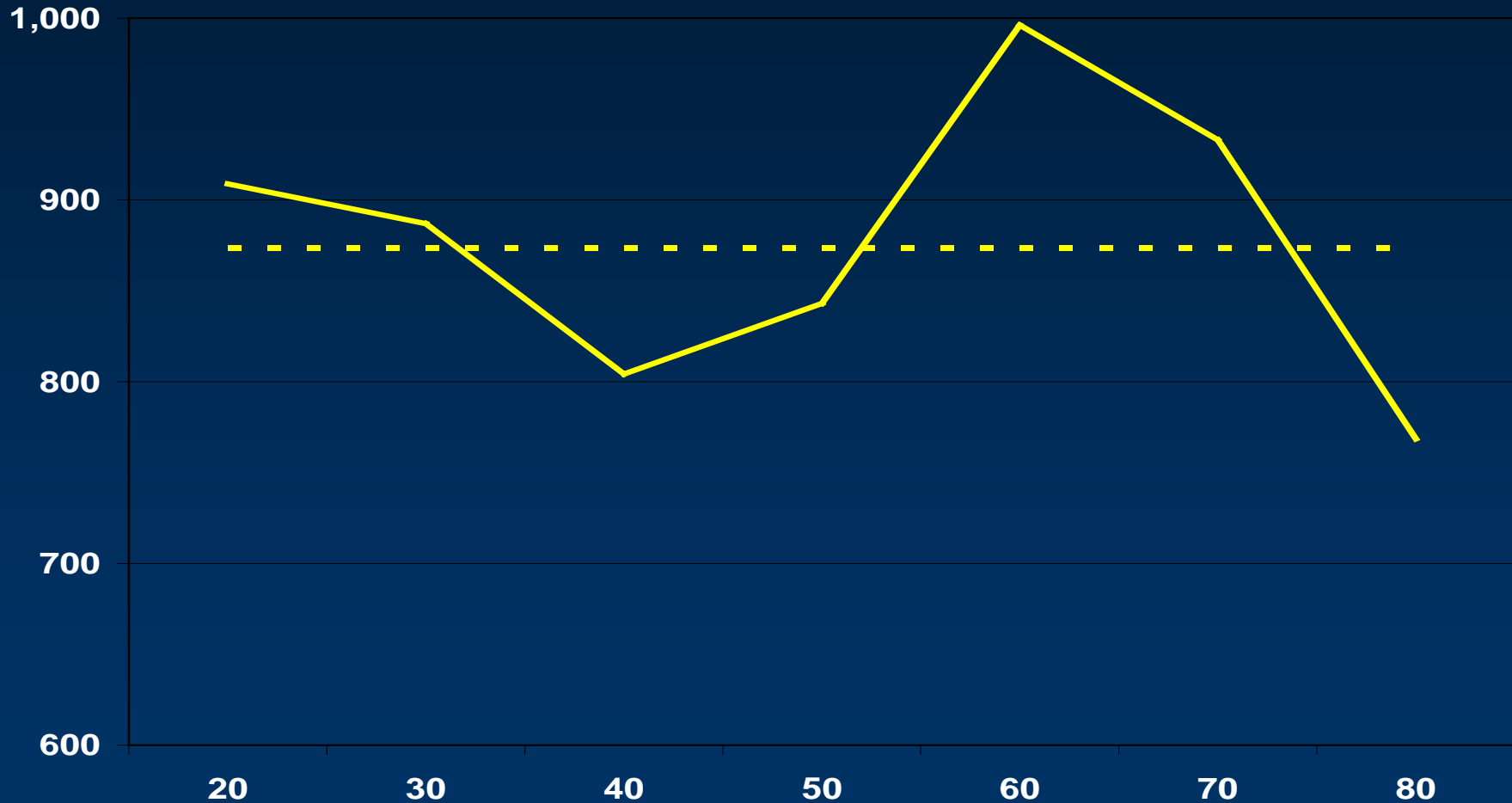
Games of Chance

Canada, 2012 (\$/year)



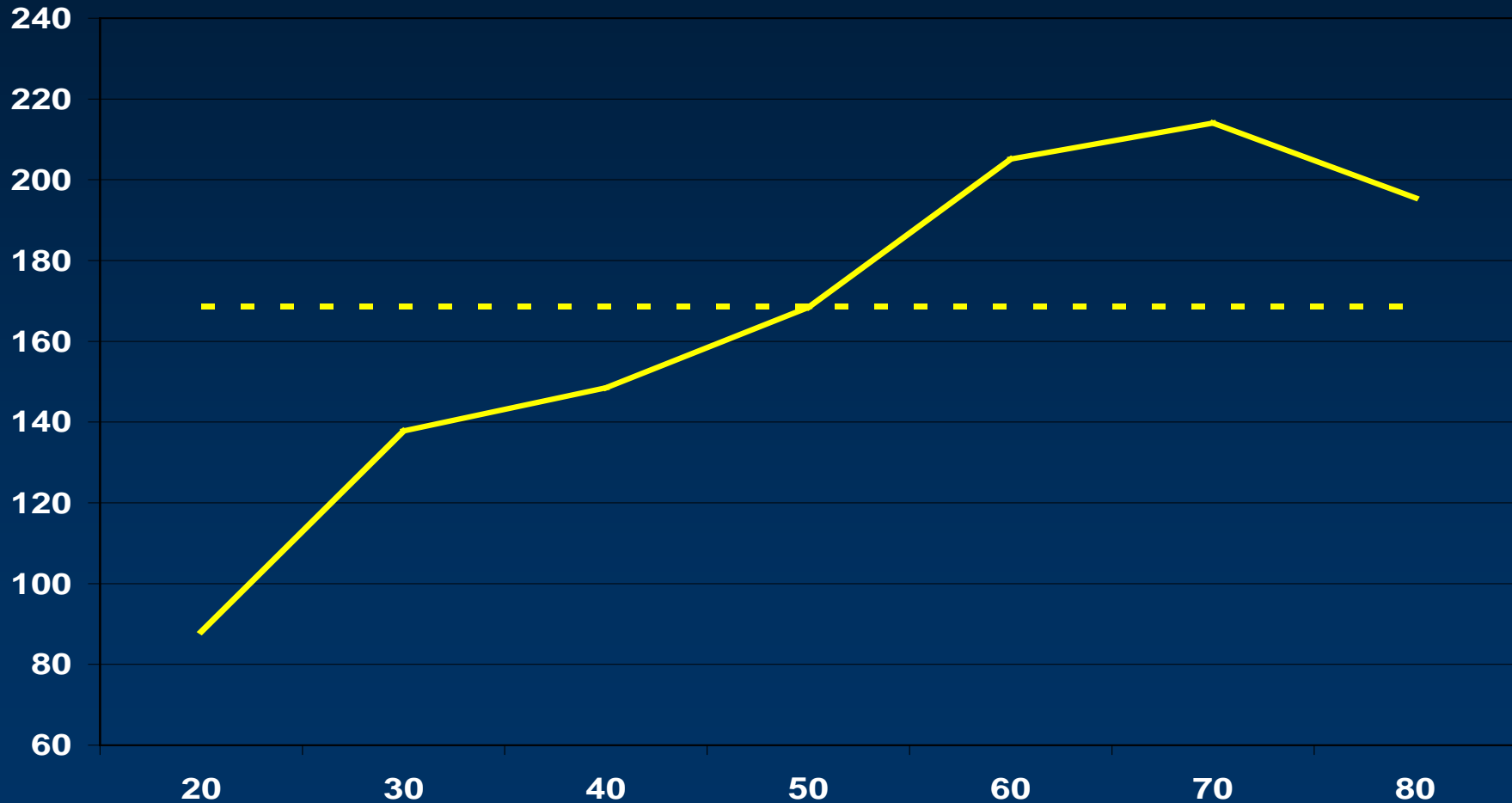
Restaurant Food

Canada, 2012 (\$/person/year)



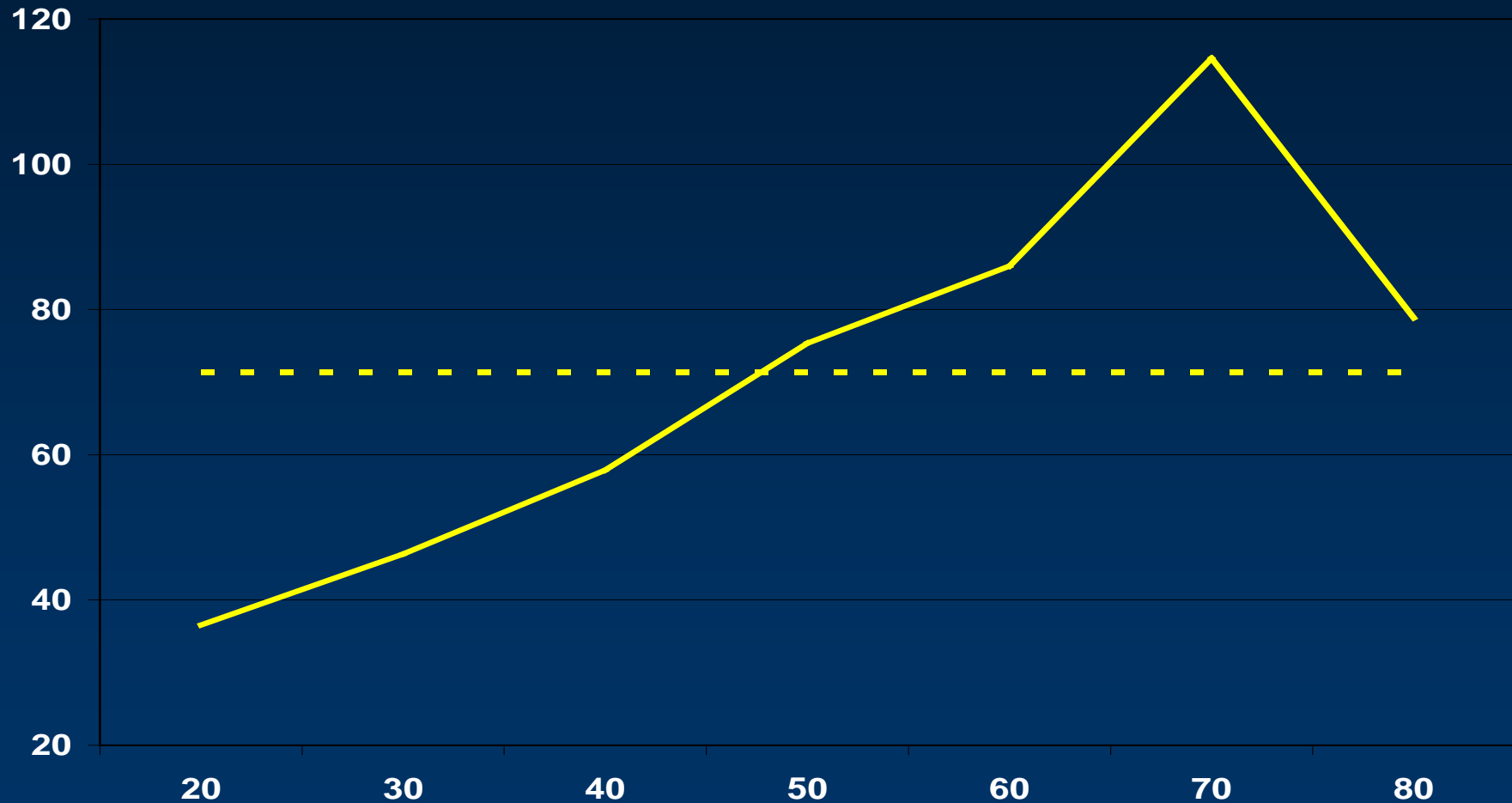
Fruits

Canada, 2012 (\$/personne/année)



Poissons et fruits de mer

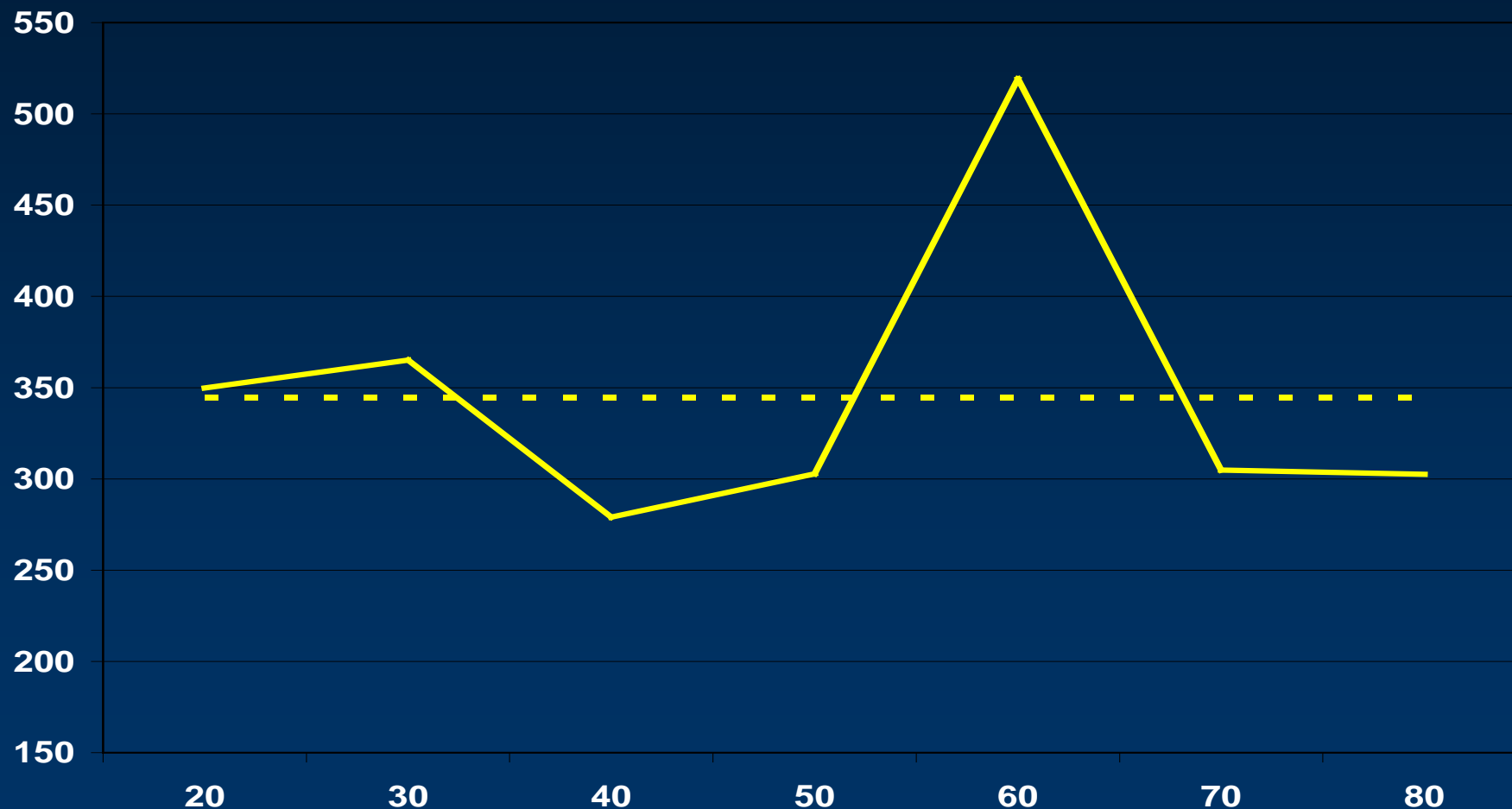
Canada, 2012 (\$/personne/année)





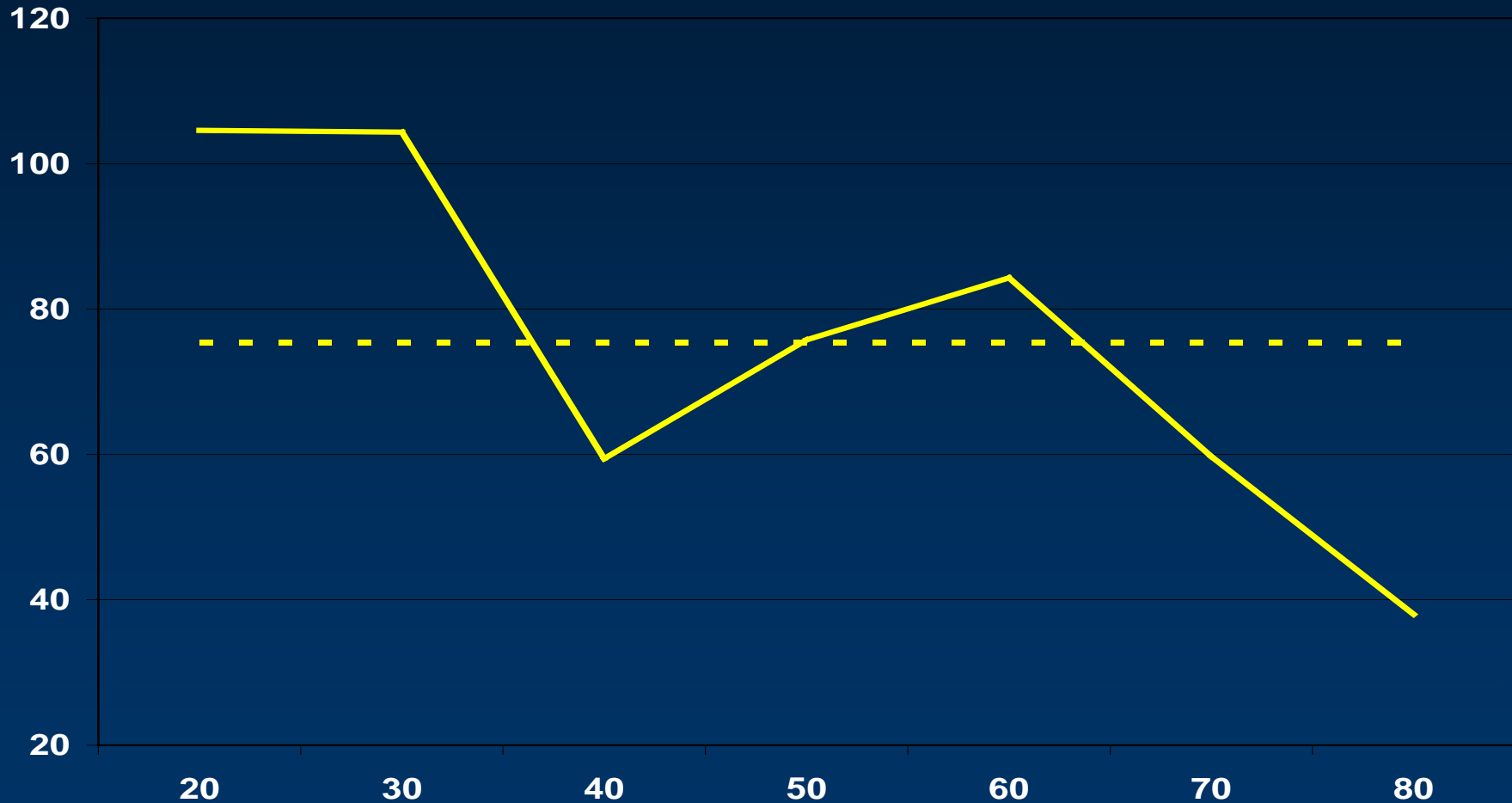
Boissons alcoolisées

Canada, 2012 (\$/personne/année)



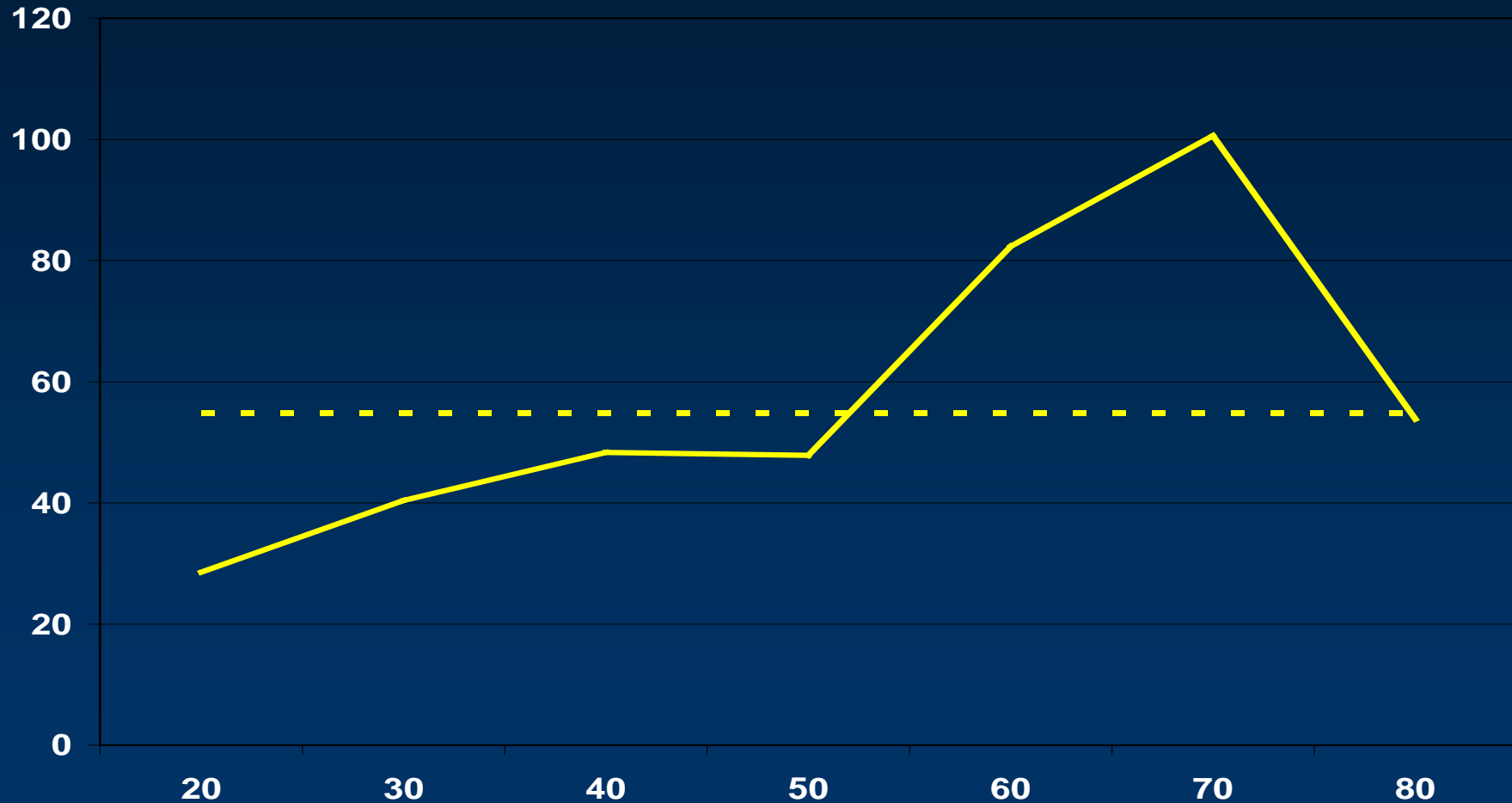
Bière

USA, 2012 (\$/personne/année)



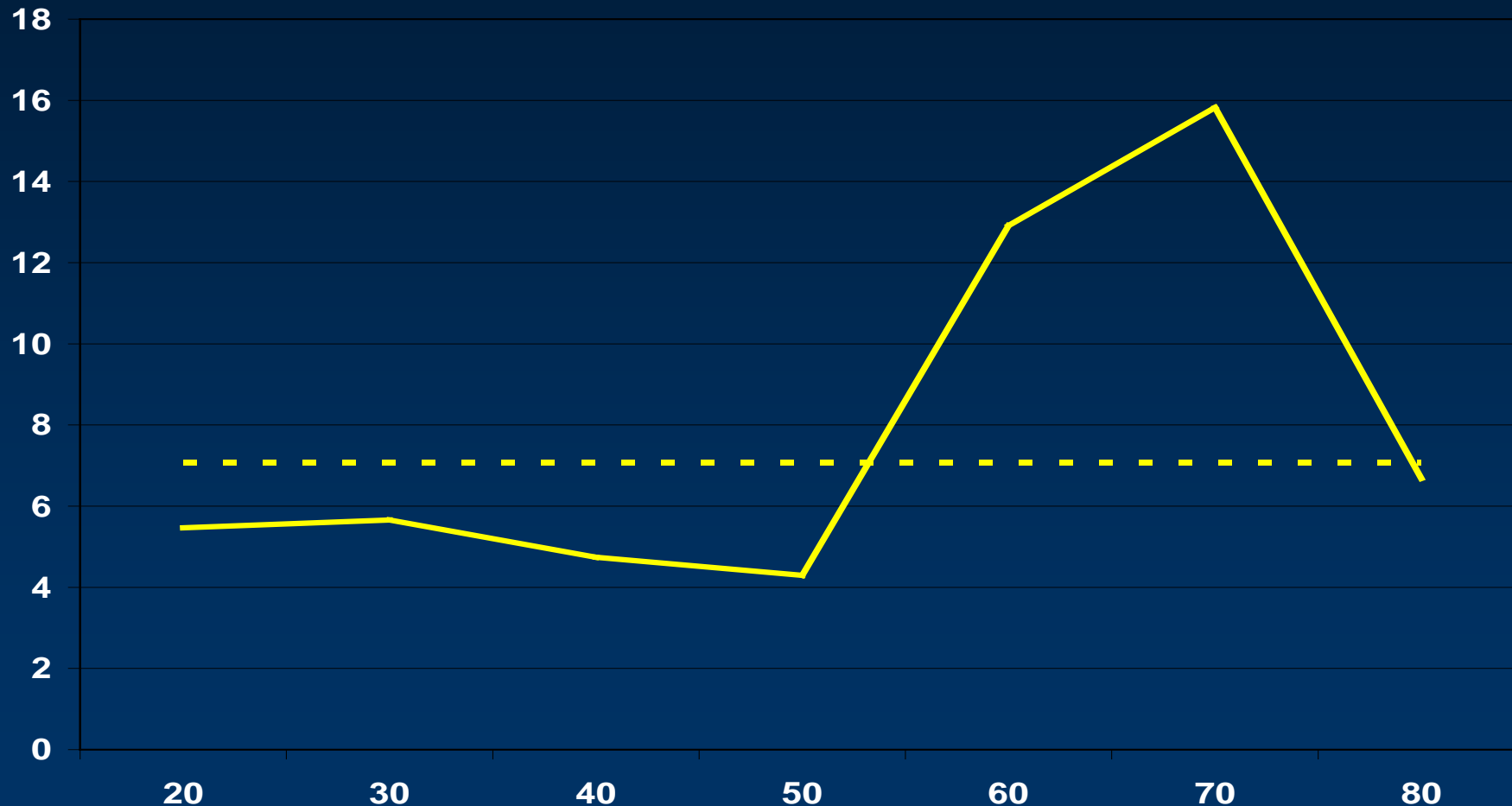
Wine

USA, 2012 (\$/person/year)



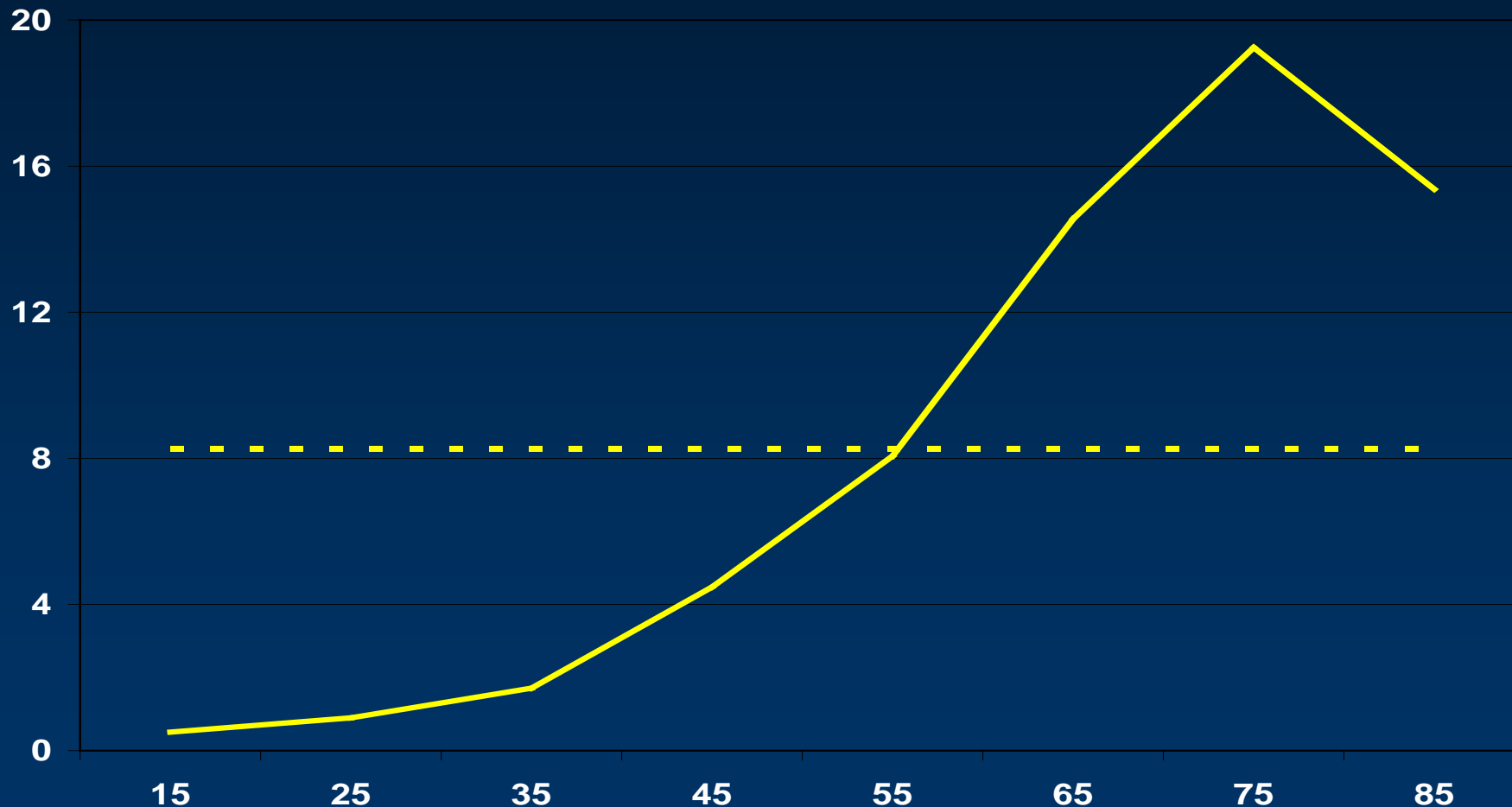
Whiskey

USA, 2012 (\$/person/year)



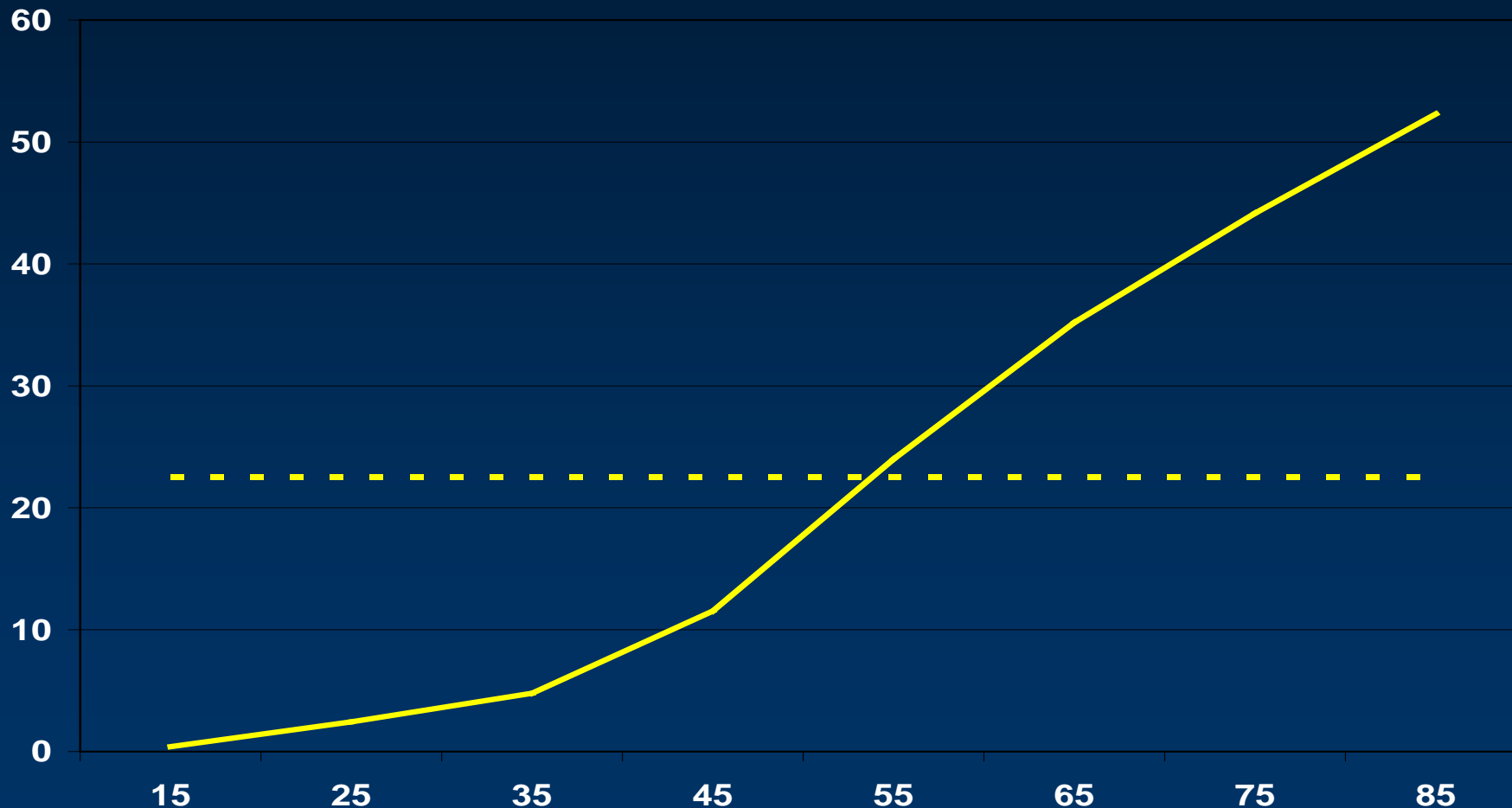
Diabète

Canada, 2012 (%)



Arthritis

Canada, 2012 (%)

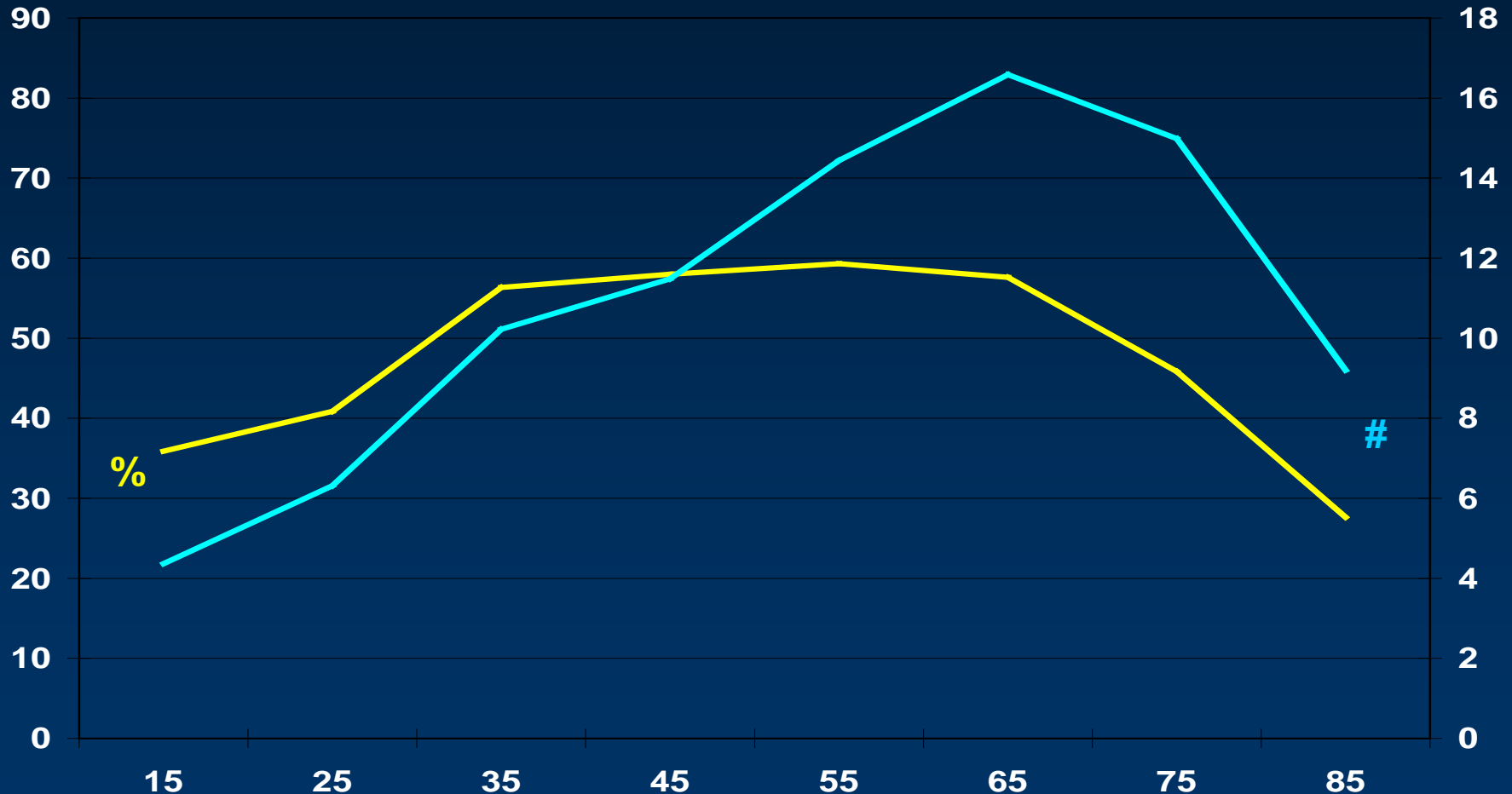


Bird Watching Takes Flight



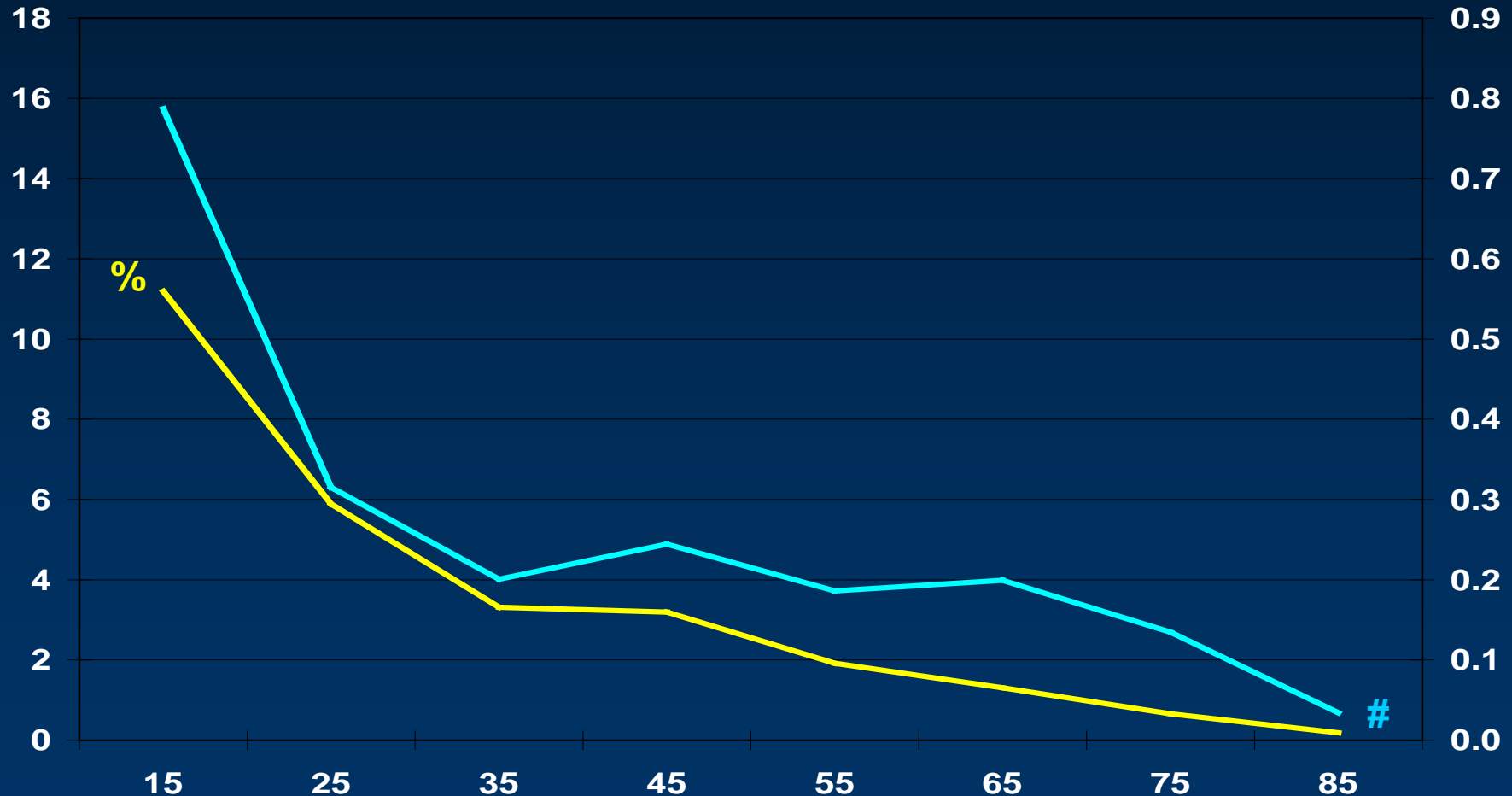
Jardinage

Canada, participation (%) et fréquence (#), 2012



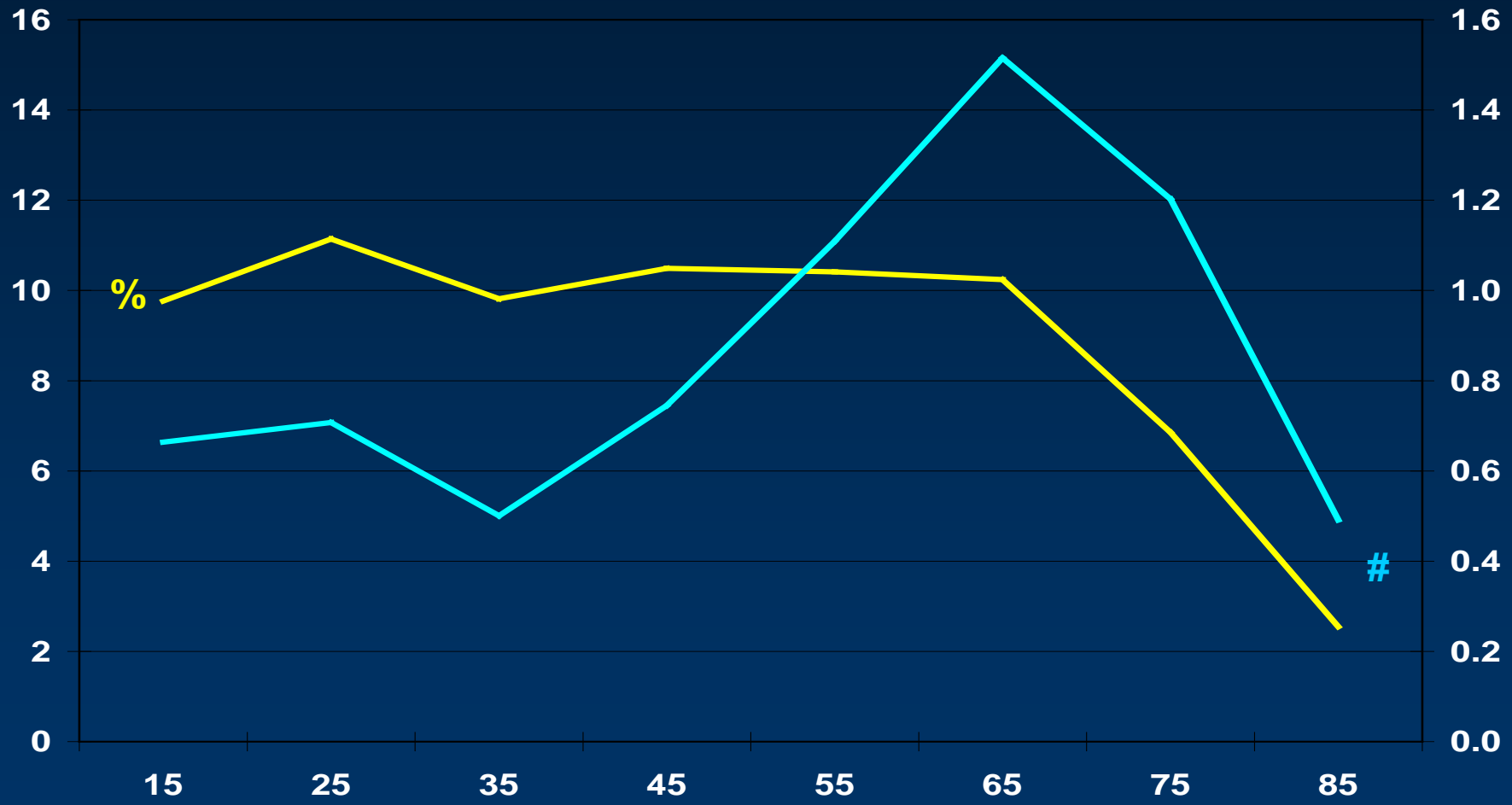
Tennis

Canada, Participation (%) and Frequency (#), 2012



Golf

Canada, Participation (%) and Frequency (#), 2012





Leisure Activity Growth

Canada, 2014-2034 (%)

Fastest			Slowest		
1	Exercise walking	19.9	12	Fishing	13.7
2	Home exercises	18.8	13	Tennis	13.4
3	Gardening/yard work	18.7	14	Soccer	13.4
4	Golfing	16.1	15	Downhill skiing	12.9
5	Exercise class/aerobics	15.9	16	Weight-training	12.3
6	Popular/social dance	14.7	17	Baseball/softball	12.2
7	Basketball	14.6	18	Ice hockey	11.8
8	Bowling	14.5	19	Ice skating	11.8
9	Volleyball	14.4	20	Rollerblading	11.7
10	Swimming	14.1	21	Jogging/running	11.6
11	Bicycling	14.0			
				Population: 12 plus	21.6

Leisure Activity Growth

USA, 2000-2010 (%)



Fastest			Slowest		
1	Exercise: walking	10.5	43	Football: touch	3.6
2	Exercise: equipment	8.1	44	Scuba: open water	3.6
3	Golf	7.8	45	Basketball	3.5
4	Sailing	7.6	46	Badminton	3.4
5	Fishing: salt water	7.4	47	Softball	3.4
6	Work out: club	7.1	48	Skating: ice/figure	3.1
7	Fishing: fresh water	6.9	49	Soccer	3.1
8	Hunting: bow and arrow	6.9	50	Roller skating: inline	3.1
9	Hunting: firearms	6.8	51	Baseball	3.0
10	Exercise: aerobic	6.8	52	Roller skating: wheel	3.0
Population: total		8.4	Population: 7 plus		8.2



Be nice to your kids,
they may choose your
nursing home.

Soyez gentils avec vos
enfants car un jour,
ils pourraient choisir votre
centre d'hébergement.

